



BETTER
COLLECTIVE

CVR. 27652913



29 May 2024 10:00:00 CEST

Major shareholder announcement

Regulatory release 23/2024

Pursuant to Section 30 of the Danish Capital Markets Act, Better Collective A/S hereby announces that Nykredit Portefølje Administration A/S ("NPA") has notified Better Collective A/S that, as of 22 May 2024, Kapitalforeningen BLS Invest (which is managed by NPA) holds 3,192,858 shares in Better Collective A/S, corresponding to 5.08% of the total outstanding shares in Better Collective A/S.

For the avoidance of doubt, no change in the previously notified possession of 11.667% of the voting rights in Better Collective A/S by BLS Capital Fondsmæglerselskab A/S, cf. regulatory release 01/2024, has been notified to Better Collective.

About Better Collective

Better Collective owns global and national sport media, with a vision to become the leading digital sports media group. We are on a mission to excite sports fans through engaging content and foster passionate communities worldwide. Better Collective's portfolio of digital sports media brands includes; **HLTV**, **FUTBIN**, **Betarades**, **Soccernews**, **Tipsbladet**, **SvenskaFans**, **Action Network**, **Playmaker HQ**, **VegasInsider**, **Bolavip** and **Redgol**. The company is headquartered in Copenhagen, Denmark, and dual listed on Nasdaq Stockholm (BETCO) and Nasdaq Copenhagen (BETCO DKK). To learn more about Better Collective please visit bettercollective.com.

Contact

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This information is information which Better Collective is obliged to make public pursuant to the Danish Capital Markets Act. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-05-29 10:00 CEST.

Attachments

[Major shareholder announcement](#)