BETTER COLLECTIVE

CVR. 27652913



24 November 2026 08:30:00 CET

Reporting of transactions made by persons discharging managerial responsibilities and persons closely associated with them in Better Collective A/S' shares

Pursuant to the Market Abuse Regulation article 19, Better Collective A/S (the "Company"), CVR no. 27652913, hereby notifies receipt of information of the following transactions made by persons discharging managerial responsibilities in the Company and persons closely associated with them in Better Collective's shares.

Regulatory Release no. 90/2026

Flemming Pedersen, COO and primary insider (PDMR) of Better Collective A/S, has on November 23, 2026 bought 24,917 shares at a volume weighted average price of DKK 40.13 per share in Better Collective A/S.

Further disclosure details can be found in the attached form.

About Better Collective

Better Collective owns leading digital sport media, sports betting media and esports communities, 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 House of Brands includes; **HLTV**, **FUTBIN**, **AceOdds**, **Action Network**, **Playmaker HQ**, **The Nation Network**, and **Bolavip**. 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**.

Contacts

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Attachments

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261123 PDMR Notice