



BETTER  
COLLECTIVE

CVR. 27652913



06 March 2024 17:49:00 CET

## Major shareholder announcement: Share lending arrangement

This is a technical release following the share lending agreement made in connection with the capital raise announced on 28 February 2024, hence Jesper Søgaaard has (indirectly) only on a temporary basis lent out a number of shares for the purpose of settling the share capital increase. Better Collective A/S (“Better Collective” or the “Company”) hereby announces that it has received the following notification according to the Danish Capital Markets Act section 38 regarding J. Søgaaard Holding ApS’ and Jesper Søgaaard’s respectively direct and indirect holding of shares in the Company. The information contained in this release is based on a share capital of the Company amounting to 57,122,847 shares, each with a nominal value of EUR 0.01.

Regulatory release no. 10/2024

Pursuant to Section 30 of the Danish Capital Markets Act, Better Collective hereby announces that J. Søgaaard Holding ApS, the individual holding company of CEO Jesper Søgaaard, has informed the Company of the following lending arrangement with Nordea Danmark, Filial af Nordea Bank Abp, Finland:

- J. Søgaaard Holding ApS has on 29 February 2024 lent 2,856,142 shares in the Company, each with a nominal value of EUR 0.01, to Nordea Danmark, Filial af Nordea Bank Abp, Finland, pursuant to a share lending agreement to facilitate the settlement of the directed share issue, cf. release no. 06/2024.

Following the above-mentioned share lending arrangement J. Søgaaard Holding ApS holds 7,815,037 shares in the Company corresponding to approximately 13.68 per cent of the total outstanding shares and voting rights in the Company. As a consequence of the above arrangement, the indirect ownership of Jesper Søgaaard amounts to approximately 13.68 per cent of the total outstanding shares and voting rights in the Company.

## About Better Collective

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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](https://bettercollective.com).

## Contact

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### Investor Relations

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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 2024-03-06 17:49 CET.*

## Attachments

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