



BETTER  
COLLECTIVE

CVR. 27652913



22 April 2025 17:28:00 CEST

## Better Collective – 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 18/2025

Thomas Plenborg, member of the Company's board of directors, has on the Company's annual general meeting held on Tuesday 22 April 2025 been granted 25,000 stock options related to shares in the Company.

The stock options have been granted without consideration in accordance with the enclosed table.

### 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](https://bettercollective.com).

### Contact

---

#### Investor Relations

Mikkel Munch Jacobsgaard  
[Investor@bettercollective.com](mailto:Investor@bettercollective.com)

## Attachments

---

**Better Collective – Reporting of transactions made by persons discharging managerial responsibilities and persons closely associated with them in Better Collective A/S' shares  
Schedule To Release 18 2025**