



01 June 2022 08:30:00 CEST

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, CVR no. 27652913, hereby notifies receipt of information of the following transactions made by persons discharging managerial responsibilities in Better Collective and persons closely associated with them in Better Collective's shares.

Regulatory release no. 22/2022

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Flemming Pedersen	
2.	Reason for the notification		
a)	Position/Status	CFO of Better Collective A/S	
b)	Initial notification/Amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Better Collective A/S	
b)	LEI	2549001EPXH6NK7I2R78	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		

a)	Description of the financial instrument, type of instrument Identification code	Shares ISIN DK0060952240	
b)	Nature of the transaction	Exercise of warrants from 2017 program	
c)	Price(s) and volume(s)	Price(s) DKK 428,556.78	Volume (s) 33,060
d)	Aggregated information Aggregated volume Price		
e)	Date of transaction	May 31, 2022	
f)	Place of the transaction	Outside a trading venue	

Contact

Investor Relations: Christina Bastius Thomsen
+45 2363 8844, investor@bettercollective.com

About Better Collective

Better Collective is a digital sports media group providing platforms that empower and enhance the betting experience for sports fans and iGamers. Aiming to make sports entertainment more engaging and fun, Better Collective offers a range of editorial content, bookmaker information, data insights, betting tips, iGaming communities and educational tools. Its portfolio of platforms include bettingexpert.com, VegasInsider.com, HLTV.org and Action Network. Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at bettercollective.com.

This information is information that Better Collective is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-06-01 08:30 CEST.

Attachments

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