



BETTER
COLLECTIVE

CVR. 27652913



31 July 2026 17:35:00 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 (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. 70/2026

This release has been sent out in connection with the announced share buy-back programme in Better Collective A/S. For further information, please refer to regulatory release no. 16/2026 dated March 3 and no. 24/2026 dated 24 March 2026 and the attached file.

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.

Contact

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Attachments

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20260731 Reporting Of Transactions Made By Persons Discharging Managerial Responsibilities And Persons Closely Associated With Them In Better Collective A S' Shares