



BETTER  
COLLECTIVE

CVR. 27652913



01 February 2024 15:50:00 CET

## Major shareholder announcement

Regulatory release no. 1/2024

Pursuant to Section 30 of the Danish Capital Markets Act, Better Collective A/S hereby announces that BLS Capital Fondsmæglerselskab A/S has notified Better Collective A/S that, as of 26 January 2024, BLS Capital Fondsmæglerselskab A/S holds 3,651,643 voting rights in Better Collective A/S, corresponding to 6.695% of the total voting rights in Better Collective A/S.

### About Better Collective

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With a vision to become the leading digital sports media group, Better Collective owns global and national sport media. We are on a mission to excite sports fans through engaging content and foster passionate communities worldwide. Headquartered in Copenhagen, Denmark, and dual listed on Nasdaq Stockholm (BETCO) and Nasdaq Copenhagen (BETCO DKK), Better Collective's portfolio includes; HLTV.org, Action Network, VegasInsider.com, Playmaker HQ, and FUTBIN.com. 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 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 2024-02-01 15:50 CET.*

### Attachments

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[Major shareholder announcement](#)