BETTER COLLECTIVE

CVR. 27652913



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. 90/2026

<table>
<tr><td>1</td><td colspan="2">Details of the person discharging managerial responsibilities/person closely associated</td></tr>
<tr><td>a)</td><td>Name</td><td>Flemming Pedersen</td></tr>
<tr><td>2.</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/Status</td><td>COO</td></tr>
<tr><td>b)</td><td>Initial notification/Amendment</td><td>Initial notification</td></tr>
<tr><td>3.</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Better Collective A/S</td></tr>
<tr><td>b)</td><td>LEI</td><td>2549001EPXH6NK7I2R78</td></tr>
<tr><td>4.</td><td colspan="2">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</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Shares

ISIN DK0060952240</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Purchase of shares</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>DKK 39.996435</td><td>16,716</td></tr><tr><td>DKK 40.4</td><td>8,201</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information
- Aggregated volume
- Price</td><td>24,917 shares
DKK 999,900.81</td></tr>
<tr><td>e)</td><td>Date of transaction</td><td>November 23, 2026</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>Nasdaq Copenhagen (XCSE)</td></tr>
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