BETTER COLLECTIVE

CVR. 27652913



06 March 2024 18:43:00 CET

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 ("Better Collective" or the "Company") 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. The transactions are made in order to facilitate the settlement of the directed share issue, cf. release no. 06/2024. Further, reference is made to releases no. 09/2024 and 10 /2024.

Regulatory release no. 11/2024

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Chr. Dam Holding ApS
2.	Reason for the notification	
a)	Position/Status	Closely associated to Christian Kirk Rasmussen, executive manager 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	Loan of shares to Nordea Danmark, Filial af Nordea Bank Abp, Finland
c)	Price(s) and volume(s)	Price(s) NOAP Volume(s) 2,856,142
d)	Aggregated information - Aggregated volume - Price	
e)	Date of transaction	February 29, 2024
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	J. Søgaard Holding ApS
2.	Reason for the notification	
a)	Position/Status	Closely associated to Jesper Søgaard, executive manager 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
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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**.

Contact

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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 2024-03-06 18:43 CET.