


# 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. 59/2026*

| | | |
|---|---|---|
| 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 person to Co-CEO Jesper Søgaard |
| 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<br><br>Identification code | Shares<br><br>ISIN DK0060952240 |
| b) | Nature of the transaction | Sale of shares |
| c) | Price(s) and volume(s) | Price(s): DKK 80.6254 / Volume(s): 1,996 |
| d) | Aggregated information<br>- Aggregated volume<br>- Price | DKK 160,928.23 |
| e) | Date of transaction | June 30, 2026 |
| f) | Place of the transaction | Nasdaq Copenhagen (XCSE) |

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| b) | Nature of the transaction | Sale of shares |
| c) | Price(s) and volume(s) | Price(s): DKK 78.9072 / Volume(s): 1,996 |
| d) | Aggregated information<br>- Aggregated volume<br>- Price | DKK 157,498.86 |
| e) | Date of transaction | July 01, 2026 |
| f) | Place of the transaction | Nasdaq Copenhagen (XCSE) |

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| b) | Nature of the transaction | Sale of shares |
| c) | Price(s) and volume(s) | Price(s): DKK 80.7800 / Volume(s): 1,996 |
| d) | Aggregated information<br>- Aggregated volume<br>- Price | DKK 161,237 |
| e) | Date of transaction | July 02, 2026 |
| f) | Place of the transaction | Nasdaq Copenhagen (XCSE) |

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| 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 person to Co-CEO Christian Kirk Rasmussen |
| b) | Initial notification/Amendment | Initial notification |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
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