



BETTER
COLLECTIVE

CVR. 27652913



22 November 2023 11:30:00 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, CVR no. 27652913, 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.

Regulatory Release no. 53/2023

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Flemming Pedersen
2.	Reason for the notification	
a)	Position/Status	Chief Financial Officer 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 instrumentIdentification code	Shares ISIN DK0060952240
b)	Nature of the transaction	Purchase of shares (transfer of shares held by private holding company to private account)
c)	Price(s) and volume(s)	Price(s) SEK 238.00 Volume(s) 6,550
d)	Aggregated information Aggregated volume Price	6,550 SEK 1,558,900.00
e)	Date of transaction	November 20, 2023
f)	Place of the transaction	Nasdaq Stockholm

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Naapster ApS
2.	Reason for the notification	
a)	Position/Status	Closely associated person to Flemming Pedersen, Chief Financial Officer 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 instrumentIdentification code	Shares ISIN DK0060952240
b)	Nature of the transaction	Sale of shares (transfer of shares held by private holding company to private account)
c)	Price(s) and volume(s)	Price(s) SEK 238.00 Volume(s) 6,550

	Aggregated information	
d)	Aggregated volume	6,550
	Price	SEK 1,558,900.00
e)	Date of transaction	November 20, 2023
f)	Place of the transaction	Nasdaq Stockholm

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 2023-11-22 11:30 CET.

About Better Collective

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

Contact

Investor Relations

Amalie Juel Maglehøj

Investor@bettercollective.com