



BETTER
COLLECTIVE

CVR. 27652913



24 September 2024 09:02:00 CEST

Exercise of warrants in Better Collective A/S; Board of Directors issues 122,835 new ordinary shares

In the exercise window which opened on 22 August 2024 following Better Collective A/S' ("Better Collective" or the "Company") Q2 2024 report and closed on 5 September 2024, thirteen employees have informed the Company that they wish to exercise 95,835 warrants under the 2019 warrant program (not counting the 450,000 cash settled warrants referred to in regulatory release no. 44/2024) and 27,000 warrants under the 2020 program.

Regulatory Release 47/2024

The 2019 warrant program has expired and no warrants are outstanding under the 2019 warrant program. The articles of association of the Company have been updated accordingly.

For the 2020 warrant program, reference is made to schedule 3 of the Company's articles of association for detailed terms of conditions of the warrants. Following the exercise, 163,999 warrants remain outstanding under the 2020 warrant program, all with rights to subscribe for 1 ordinary share in Better Collective against payment of an exercise price of DKK 106.35 per warrant.

Today Better Collective's Board of Directors resolved to carry out the capital increase related to the exercise of warrants.

The new shares will be issued through Euronext Securities under the Company's ordinary ISIN DK0060952240 and be listed and tradable on Nasdaq Stockholm and Nasdaq Copenhagen following registration of the new share capital with the Danish Business Authority.

The new shares will entail a dilution of approximately 0.19 percent for existing shareholders of Better Collective.

Pursuant to section 32 of the Danish Capital Markets Act, Better Collective hereby announces that after registration of the share capital increase, the share capital of the Company amounts to nominally EUR 630,766.27 made up of 63,076,627 shares of each EUR 0.01. The total number of voting rights in Better Collective is 63,076,627.

An updated version of the Articles of Association (when registered with the Danish Business Authority) can be found at www.bettercollective.com.

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

Investor Relations

Mikkel Munch Jacobsgaard
Investor@bettercollective.com

This information is information which Better Collective is obliged to make public pursuant to the Danish Capital Markets Act. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-09-24 09:02 CEST.