



17 December 2025 12:02:00 CET

Reporting of transactions made by persons discharging managerial responsibilities and persons closely associated with them in Better Collective A/S' shares or related financial instruments

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 or related financial instruments.

Regulatory release 60/2025

Flemming Pedersen, Chief Financial Officer of the Company, has on 16 December 2025 been granted 150,000 stock options free of charge in accordance with the enclosed table.

About Better Collective

Better Collective owns leading digital sport media, sports betting media and esports communities, 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 House of Brands includes; **HLTV**, **FUTBIN**, **Betarades**, **AceOdds**, **Wettbasis**, **Action Network**, **Playmaker HQ**, **VegasInsider**, **The Nation Network**, and **Bolavip**. 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.

Contacts

Investor Relations

Mikkel Munch Jacobsgaard
Investor@bettercollective.com

Media Relations

Morten Cullborg-Kalum
Press@bettercollective.com
+45 2349 1009