



Regulatory Release no. 20/2021
May 27, 2021

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.

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	Shares				
	Identification code	ISIN DK0060952240				
b)	Nature of the transaction	Loan of shares to Nordea				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>SEK 750,000,006</td> <td>3,440,367</td> </tr> </tbody> </table>	Price(s)	Volume(s)	SEK 750,000,006	3,440,367
Price(s)	Volume(s)					
SEK 750,000,006	3,440,367					
d)	Aggregated information - Aggregated volume - Price					
e)	Date of transaction	2021-May-26				
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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Contacts

Head of investor relations: Christina Bastius Thomsen, tel. +45 2363 8844
E-mail: Investor@bettercollective.com

This information is information which Better Collective A/S 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 8:55 a.m. CET on May 27, 2021.

About Better Collective

[Better Collective](http://BetterCollective) is a global sports betting media group that develops digital platforms for betting tips, bookmaker information and iGaming communities. Better Collective's vision is to empower iGamers through innovative products and technologies and by creating transparency in the online betting market. Its portfolio of platforms and products include bettingexpert.com, the trusted home of tips from expert tipsters and in depth betting theory, HLTV.org, the world's leading esports media and community focusing on competitive Counter Strike: Global Offensive (CS:GO), and vegasinsider.com, a leading source for sports betting information in the US. Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO).