

Regulatory Release no. 9/2020  
March 21, 2020

## 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	Emmamo ApS											
2.	Reason for the notification												
a)	Position/Status	Closely associated to Søren Jørgensen, member of the board of directors 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	Purchase of shares											
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>SEK 51.70</td><td>737</td></tr><tr><td>SEK 53.00</td><td>2,550</td></tr><tr><td>SEK 54.00</td><td>5,535</td></tr><tr><td>SEK 55.30</td><td>167</td></tr></table>		Price(s)	Volume(s)	SEK 51.70	737	SEK 53.00	2,550	SEK 54.00	5,535	SEK 55.30	167
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SEK 51.70	737												
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SEK 54.00	5,535												
SEK 55.30	167												
d)	Aggregated information												
	Aggregated volume	Aggregated volume 8,989											
	Price	Aggregated price SEK 481.378											



e)	Date of transaction	2020-03-20
f)	Place of the transaction	Nasdaq Stockholm, NAPA

#### Contacts

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This information is such information as Better Collective A/S is obliged to make public pursuant to the EU Market Abuse Regulation.

#### About Better Collective

Better Collective's vision is to empower iGamers through transparency and technology – this is what has made them the world's leading developer of digital platforms for betting tips, bookmaker information and iGaming communities. Better Collective's portfolio includes websites and products, among other bettingexpert.com, the trusted home of tips from expert tipsters and in depth betting theory. Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO).