



Regulatory Release no. 7/2020  
March 18, 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	Leif Nørgaard						
2.	Reason for the notification							
a)	Position/Status	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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>SEK 49.911811</td> <td>41,642</td> </tr> <tr> <td>SEK 53.899206</td> <td>21,358</td> </tr> </tbody> </table>	Price(s)	Volume(s)	SEK 49.911811	41,642	SEK 53.899206	21,358
Price(s)	Volume(s)							
SEK 49.911811	41,642							
SEK 53.899206	21,358							
d)	Aggregated information							
	Aggregated volume	Aggregated volume 63,000						
	Price	Aggregated price SEK 3,229,607						
e)	Date of transaction	2020-03-18						
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. The information was submitted for publication, through the agency of the contact persons set out above, at 6:00 p.m. CET on March 18, 2020.

**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](http://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).