

Regulatory Release 23/2019

August 14, 2019

Major shareholder notification regarding reorganization of holding structure of majority shareholder

Better Collective A/S (Danish company registration number 27652913) (the "Company") hereby announces that it has received the following notification according to the Danish Capital Markets Act section 38 regarding the existing direct and indirect major shareholders' holding of shares in the Company. The information contained in this press release is based on a share capital of the Company amounting to 42,260,622 shares, each with a nominal value of EUR 0.01.

Better Partners ApS (Danish company registration number 34722129), directly holding 5,236,409 shares in the Company, has today been dissolved through a demerger and as a result will no longer be a major shareholder in the Company.

The shares in the Company held by Better Partners ApS will be transferred to the shareholders in Better Partners ApS. Accordingly, 4,528,786 shares in the Company, will be transferred to Bumble Ventures A/S, the joint holding company owned indirectly by Jesper Søgaard and Christian Kirk Rasmussen.

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 17:45 p.m. CET on August 14, 2019.

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 more than 2,000+ websites and products, including 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).