



Regulatory Release 25/2021
June 01, 2021

Major shareholder announcement: Re-delivery of shares

Better Collective A/S (Danish company registration number 27652913) (the "Company") hereby announces that it has received the following notifications according to the Danish Capital Markets Act section 38 regarding certain existing direct and indirect major shareholders' holding of shares in the Company. The information contained in this release is based on a share capital of the Company amounting to 54,282,929 shares, each with a nominal value of EUR 0.01.

Notice is hereby given that Chr. Dam Holding ApS and J. Søgaaard Holding ApS, the individual holding companies of Co-founder and COO, Christian Kirk Rasmussen, and Co-founder and CEO, Jesper Søgaaard, today has increased their respective shareholdings in the Company with 3,440,367 shares, each, due to a redelivery of lent shares from Nordea Advisory & ECM, part of Nordea Danmark, Filial af Nordea Bank Abp, Finland, as part of the lending arrangements related to the directed share issue. Reference is made to regulatory release no. 19 "Major shareholder announcement: Share lending arrangements" on May 27, 2021.

Following the redelivery of lent shares, Chr. Dam Holding ApS and J. Søgaaard Holding ApS, each hold 10,671,179 shares in the Company corresponding to approximately 19.66% per cent each of the total outstanding shares in the Company. As a consequence of the above arrangement, the direct and indirect ownership of Jesper Søgaaard and Christian Kirk Rasmussen each amounts to 19.93% per cent (including warrants).

Contacts

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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 3:30 p.m. CET on June 01, 2021.

About Better Collective

[Better Collective](https://www.bettercollective.com) is a global sports betting media group providing platforms that empower and enhance the betting experience for sports fans and iGamers. Aiming to make betting and gambling more entertaining, transparent and fair, Better Collective offers a range of editorial content, bookmaker information, data insights, betting tips, iGaming communities and educational tools. Its portfolio of websites include bettingexpert.com, [VegasInsider.com](https://vegasinsider.com), [HLTV.org](https://hlto.org) and [Action Network](https://actionnetwork.com). Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at [bettercollective.com](https://www.bettercollective.com).