

Regulatory Release 40/2019
December 9, 2019

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.

Further, with reference to regulatory release 36, the Company has been informed that each of J. Søgaard Holding ApS and Chr. Dam Holding ApS today has received 2,000,000 shares in the Company back from Nordea Advisory & ECM, part of Nordea Danmark, Filial af Nordea Bank Abp, Finland as part of the lending arrangements described in regulatory release 36.

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	Receipt of shares as dividend	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		SEK 158,400,000	2,000,000
d)	Aggregated information	N/A	
	Aggregated volume Price		
e)	Date of transaction	2019-12-09	
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					
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						
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	Identification code	ISIN DK0060952240					
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Price(s)	Volume(s)						
SEK 158,400,000	2,000,000						
d)	Aggregated information	N/A					
	Aggregated volume Price						
e)	Date of transaction	2019-12-09					
f)	Place of the transaction	Outside a trading venue					

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 12:30 p.m. CET on December 9, 2019.