

Regulatory Release 2/2019
 February 20, 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.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Jens Bager
2.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Position/Status	Chairman 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)	Price(s)
		Volume(s)
		SEK 64.975
		200,000
d)	Aggregated information	N/A
	Aggregated volume	
	Price	
e)	Date of transaction	2019-02-20
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. The information was submitted for publication, through the agency of the contact persons set out above, at 19.10 p.m. CET on February 20, 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. This includes bettingexpert.com, the trusted home of tips from expert tipsters and in depth betting theory, and SmartBets, the odds comparison platform made personal.