



Regulatory Release no. 28/2021
August 25, 2021

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	Flemming Pedersen				
2.	Reason for the notification					
a)	Position/Status	CFO 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	2549001EPXH6NK712R78				
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	Exercise of warrants from 2017 program				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 1,944,450</td> <td>150,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 1,944,450	150,000
Price(s)	Volume(s)					
DKK 1,944,450	150,000					
d)	Aggregated information - Aggregated volume - Price					
e)	Date of transaction	August 25, 2021				
f)	Place of the transaction	Outside a trading venue				



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 11.30 a.m. CET on August 28, 2021.

About Better Collective

[Better Collective](#) 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 platforms include [bettingexpert.com](#), [VegasInsider.com](#), [HLTV.org](#) and [Action Network](#). Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at [bettercollective.com](#).