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Regulatory Release no. 6/2020 March 17, 2020

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.

Details of the person discharging managerial responsibilities/person closely associated	_				
2. Reason for the notification a) Position/Status Chairman of the board of directors of Better Collective A/S b) Initial Initial 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	1	Details of the person discharging managerial responsibilities/person closely associated			
a) Position/Status Chairman of the board of directors of Better Collective A/S b) Initial notification 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 Identification code ISIN DK0060952240 b) Nature of the transaction Purchase of shares c) Price(s) Volume(s) SEK 52.6611 50,000 SEK 53.864 10,000 d) Aggregated information Aggregated volume Aggregated volume 60,000 Aggregated volume Aggregated price SEK 3,171,696	a)	Name	Jens Bager		
Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	2.	Reason for the notification	otification		
notification/Amendment	a)	Position/Status	Chairman of the board of directors of Better Collective A/S		
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor a) Name	b)	Initial	Initial notification		
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 Identification code ISIN DK0060952240 b) Nature of the transaction Purchase of shares c) Price(s) and volume(s) Price(s) Volume(s) SEK 52.6611 50,000 SEK 53.864 10,000 d) Aggregated information Aggregated volume Aggregated volume 60,000 Aggregated price SEK 3,171,696		notification/Amendment			
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 Identification code ISIN DK0060952240 b) Nature of the transaction Purchase of shares c) Price(s) Volume(s) Price(s) Volume(s) SEK 52.6611 50,000 SEK 53.864 10,000 Aggregated volume Aggregated volume 60,000 Aggregated volume Price Aggregated price SEK 3,171,696	3.		llowance market participant, auction platform, auctioneer or auction		
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 Boundary and (iv) each place where transactions have been conducted Shares Shares Identification code ISIN DK0060952240 Description of the financial instrument, type of instrument Identification code ISIN DK0060952240 Purchase of shares Price(s) Price(s) Volume(s) SEK 52.6611 SEK 53.864 I0,000 Aggregated volume Aggregated volume 60,000 Aggregated volume 60,000 Aggregated price SEK 3,171,696	a)	Name	Better Collective A/S		
transaction; (iii) each date; and (iv) each place where transactions have been conducted a) Description of the financial instrument, type of instrument Identification code b) Nature of the transaction C) Price(s) and volume(s) Price(s) Volume(s) SEK 52.6611 50,000 SEK 53.864 10,000 Aggregated volume Aggregated volume Aggregated volume 60,000 Aggregated price SEK 3,171,696	b)	LEI	2549001EPXH6NK7I2R78		
a) Description of the financial instrument, type of instrument Identification code B) Nature of the transaction C) Price(s) and volume(s) Price(s) Volume(s) SEK 52.6611 50,000 SEK 53.864 10,000 Aggregated volume Aggregated volume Aggregated volume 60,000 Aggregated price SEK 3,171,696	4.	Details of the transaction(s): sec	ction to be repeated for (i) each type of instrument; each type of		
Instrument, type of instrument Identification code ISIN DK0060952240		transaction; (iii) each date; and (iv) each place where transactions have been conducted		
Identification code	a)	Description of the financial	Shares		
Data		instrument, type of instrument			
Data					
Price(s) and volume(s) Price(s) Volume(s)			ISIN DK0060952240		
Price(s) Volume(s)	b)	Nature of the transaction	Purchase of shares		
SEK 52.6611 50,000 SEK 53.864 10,000 d) Aggregated information Aggregated volume Aggregated volume 60,000 Aggregated price SEK 3,171,696	c)	Price(s) and volume(s)			
d) Aggregated information Aggregated volume Aggregated volume 60,000 Aggregated price SEK 3,171,696			Price(s)	Volume(s)	
d) Aggregated information Aggregated volume Aggregated volume 60,000 Price Aggregated price SEK 3,171,696			SEK 52.6611	50,000	
Aggregated volume 60,000 Price Aggregated price SEK 3,171,696			SEK 53.864	10,000	
Aggregated volume 60,000 Price Aggregated price SEK 3,171,696					
Aggregated volume 60,000 Price Aggregated price SEK 3,171,696	d)	Aggregated information			
Price Aggregated price SEK 3,171,696	'	, , , , , , , , , , , , , , , , , , , ,			
Price Aggregated price SEK 3,171,696		Aggregated volume	Aggregated volume 60,000		
e) Date of transaction 2020-03-17			Aggregated price SEK 3,171,696		
	e)	Date of transaction	2020-03-17		
f) Place of the transaction Nasdaq Stockholm, NAPA	f)	Place of the transaction	Nasdag Stockholm, NAPA		



Contacts

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e-mail: investor@bettercollective.com

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 7:45 p.m. CET on March 17, 2020.

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 websites and products, among other 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).