



Regulatory Release 19/2021
May 27, 2021

Major shareholder announcement: Share lending arrangements

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 53,864,806 shares, each with a nominal value of EUR 0.01.

Notice is hereby given that Chr. Dam Holding ApS and J. Søgaard Holding ApS, the individual holding companies of Co-founder and COO, Christian Kirk Rasmussen, and Co-founder and CEO, Jesper Søgaard, have advised the Company of the following lending arrangements with Nordea Advisory & ECM, part of Nordea Danmark, Filial af Nordea Bank Abp, Finland:

- Chr. Dam Holding ApS has today lent 3,440,367 shares in the Company, each with a nominal value of EUR 0.01, to Nordea Advisory & ECM, part of Nordea Danmark, Filial af Nordea Bank Abp, Finland, pursuant to a share lending agreement to facilitate the settlement of the directed share issue, cf. release no. 17. The shares will be redelivered to Chr. Dam Holding ApS as soon as possible after the issue of new ordinary shares.
- J. Søgaard Holding ApS has today lent 3,440,367 shares in the Company, each with a nominal value of EUR 0.01, to Nordea Advisory & ECM, part of Nordea Danmark, Filial af Nordea Bank Abp, Finland, pursuant to a share lending agreement to facilitate the settlement of the directed share issue, cf. release no. 17. The shares will be redelivered to J. Søgaard Holding ApS as soon as possible after the issue of new ordinary shares.

After the above-mentioned share lending arrangements Chr. Dam Holding ApS and J. Søgaard Holding ApS, respectively, hold 7,230,812 shares in the Company corresponding to approximately 15.4 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 Søgaard and Christian Kirk Rasmussen each amounts to 15.7 per cent (including warrants).

Contacts

Head of investor relations:
E-mail:

Christina Bastius Thomsen, tel. +45 2363 8844
Investor@bettercollective.com



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 8:55 CET on May 27, 2021.

About Better Collective

[Better Collective](#) is a global sports betting media group that develops digital platforms for betting tips, bookmaker information and iGaming communities. Better Collective's vision is to empower iGamers through innovative products and technologies and by creating transparency in the online betting market. Its portfolio of platforms and products include [bettingexpert.com](#), the trusted home of tips from expert tipsters and in depth betting theory, [HLTV.org](#), the world's leading esports media and community focusing on competitive Counter Strike: Global Offensive (CS:GO), and [vegasinsider.com](#), a leading source for sports betting information in the US. Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO).