



Regulatory Release no. 10/2021
April 6, 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.

Reference is made to the decision by the Annual General Meeting on April 22, 2020 that 1/3 of the total remuneration payable to the board of directors is paid in shares in Better Collective A/S.

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Jens Bager				
2.	Reason for the notification					
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	Receipt of shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>SEK 242,386.21</td> <td>1,229</td> </tr> </tbody> </table>	Price(s)	Volume(s)	SEK 242,386.21	1,229
Price(s)	Volume(s)					
SEK 242,386.21	1,229					



d)	Aggregated information	
	Aggregated volume	1,229 shares
	Price	SEK 242,386.21
e)	Date of transaction	March 23, 2021
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Todd Dunlap				
2.	Reason for the notification					
a)	Position/Status	Board member				
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				
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Price(s)	Volume(s)					
SEK 93,680.59	475					
d)	Aggregated information					
	Aggregated volume	475 shares				
	Price	SEK 93,680.59				
e)	Date of transaction	April 1, 2021				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Klaus Holse				
2.	Reason for the notification					
a)	Position/Status	Board member				
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 86,186.15	437					



d)	Aggregated information	
	Aggregated volume	437 shares
	Price	SEK 86,186.15
e)	Date of transaction	March 23, 2021
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Søren Jørgensen				
2.	Reason for the notification					
a)	Position/Status	Board member				
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				
b)	Nature of the transaction	Receipt of shares				
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Price(s)	Volume(s)					
SEK 86,188.15	437					
d)	Aggregated information					
	Aggregated volume	437 shares				
	Price	SEK 86,188.15				
e)	Date of transaction	March 23, 2021				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Leif Nørgaard				
2.	Reason for the notification					
a)	Position/Status	Board member				
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				
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c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>SEK 101,963.93</td> <td>517</td> </tr> </tbody> </table>	Price(s)	Volume(s)	SEK 101,963.93	517
Price(s)	Volume(s)					
SEK 101,963.93	517					



d)	Aggregated information	
	Aggregated volume	517 shares
	Price	SEK 101,963.93
e)	Date of transaction	March 23, 2021
f)	Place of the transaction	Outside a trading venue

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 person set out above on April 6, 2021, at 18:00 CET.

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).