

Regulatory Release 4 /2018
June 13, 2018

Major shareholder announcement and process surrounding obligation to submit mandatory tender offer

With reference to company announcement no. 3/2018, 8 June 2018 regarding Bumble Ventures majority shareholding in Better Collective A/S (Danish company registration number 27652913) (the "Company") hereby announces that it has received the following notification according to the Danish Capital Markets Act section 38 regarding the existing direct and indirect major shareholders' holding of shares in the Company. The information contained in this press release is based on a share capital of the Company amounting to 38,660,939 shares, each with a nominal value of EUR 0,01.

Bumble Ventures A/S (Danish company registration number 34721211) has today increased its shareholding in the Company with 11,111,111 shares in the Company due to a redelivery of lent shares from Nordea Danmark, Filial af Nordea Bank Ab (Publ), Sverige as part of the lending arrangements described in company announcement no. 3/2018.

Following the above mentioned redelivery of lent shares, Bumble Ventures A/S directly and indirectly through Better Partners ApS holds 23,223,809 shares in the Company, each with a nominal value of EUR 0,01, corresponding to approximately 60.07 per cent of the total outstanding share capital and the voting rights of the Company. Further, Bumble Ventures A/S has informed the Company that the redelivery of lent shares has resulted in Bumble Ventures increasing its shareholding to more than 1/3 of the total number of voting rights in the Company thereby triggering an obligation for Bumble Ventures A/S to submit a mandatory take-over offer for all shares in the Company in accordance with the Danish Capital Markets Act section 45. Reference is made to page 121 of the Company's prospectus published 28 May 2018.

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Flemming Pedersen
CFO of Better Collective

Contacts

CFO: Flemming Pedersen +45 2148 0118
Investor Relations: Christina Bastius Thomsen +45 2363 8844
e-mail: investor@bettercollective.com

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.

As a result hereof, Bumble Ventures A/S has today on behalf of itself and Better Partners ApS requested the Danish Financial Supervisory Authority (in Danish “Finanstilsynet”) for an exemption from the obligation to submit a mandatory take-over offer.

Bumble Ventures A/S is the joint holding company of Jesper Søgaard and Christian Kirk Rasmussen who are the CEO and COO, respectively, of the Company. Jesper Søgaard and Christian Kirk Rasmussen each hold 50% of the total share capital and the total voting rights of Bumble Ventures A/S through their respective holding companies Chr. Dam Holding ApS (Danish company registration number 27652751) and J. Søgaard Holding ApS (Danish company registration number 27652581).

Better Partners ApS (Danish company registration number 34722129) is a subsidiary of Bumble Ventures A/S through its ownership of 80% of the total share capital and voting rights in Better Partners ApS.

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 9.00 a.m. CET on June 8, 2018.