



Regulatory Release no. 38/2020  
September 16, 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.

Reference is made to regulatory release no. 37 "The Majority shareholders of Better Collective have resolved on a directed share sale of 3.1 million shares - remaining committed as long term shareholders and have undertaken new voluntary lock-up"

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	J. Søgaard Holding ApS				
2.	Reason for the notification					
a)	Position/Status	Closely associated to Jesper Søgaard, CEO 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	Sale 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 196,500,000</td> <td>1,500,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	SEK 196,500,000	1,500,000
Price(s)	Volume(s)					
SEK 196,500,000	1,500,000					
d)	Aggregated information					
	Aggregated volume	1,500,000				



	Price	196,500,000
e)	Date of transaction	2020-09-16
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Chr. Dam Holding ApS				
2.	Reason for the notification					
a)	Position/Status	Closely associated to Christian Kirk Rasmussen, COO 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				
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SEK 196,500,000	1,500,000					
d)	Aggregated information					
	Aggregated volume	1,500,000				
	Price	196,500,000				
e)	Date of transaction	2020-09-16				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Naapster ApS				
2.	Reason for the notification					
a)	Position/Status	Closely associated to Flemming Pedersen, 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	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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Price(s)	Volume(s)					
SEK 13,100,000	100,000					



d)	Aggregated information	
	Aggregated volume	100,000
	Price	13,100,000
e)	Date of transaction	2020-09-16
f)	Place of the transaction	Outside a trading venue

#### Contacts

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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 September 16, 2020 at 8.50 am 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).