



Regulatory Release 24/2021
May 31, 2021

Major shareholder announcement: Notification of major shareholdings

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 54,282,929 shares, each with a nominal value of EUR 0.01.

Following the change in number of shares cf. Regulatory Release 23/2021: "*Change in number of shares and votes in Better Collective A/S*", Chr. Dam Holding ApS and J. Søgaaard Holding ApS, each hold 7,230,812 shares in the Company corresponding to approximately 13.32% 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 Søgaaard and Christian Kirk Rasmussen each amounts to 13.60% per cent (including warrants).

Contacts

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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 4:30 p.m. CET on May 31, 2021.

About Better Collective

[Better Collective](https://www.bettercollective.com) is a global sports betting media group providing platforms that empower and enhance the betting experience for sports fans and iGamers. Aiming to make betting and gambling more entertaining, transparent and fair, Better Collective offers a range of editorial content, bookmaker information, data insights, betting tips, iGaming communities and educational tools. Its portfolio of websites include bettingexpert.com, [VegasInsider.com](https://vegasinsider.com), [HLTV.org](https://hlto.org) and [Action Network](https://actionnetwork.com). Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at [bettercollective.com](https://www.bettercollective.com).