

Corporate governance



BECOMING THE LEADING
DIGITAL SPORTS MEDIA GROUP

Corporate governance report

Better Collective A/S is a Danish public limited liability company and is governed by the provisions of the Danish Companies Act. The registered office and headquarter is situated in Copenhagen, Denmark. Better Collective has been listed on Nasdaq Stockholm since June 8, 2018, and on Nasdaq Copenhagen since November 17, 2023.

Corporate governance framework

The purpose of corporate governance is to ensure that a company is run sustainably, responsibly, and as efficiently as possible. In Better Collective, good corporate governance is about earning the confidence of shareholders, business partners, and legislators by creating transparency in decision-making and business processes. A well-defined and structured distribution of roles and areas of responsibilities between shareholders, the Board, and the management secures efficiency at all levels. Particularly, it allows the management team to focus on business development and thereby the creation of shareholder value. The Board of Directors serves as a highly qualified dialogue partner for the

management team supporting the outlined growth strategy, securing a tight risk management setup, and optimal capital structure. The group's corporate governance is based on applicable Danish legislation and other external rules and instructions, including the Danish Companies Act, Nasdaq Stockholm's Rulebook, Nasdaq Copenhagen Rulebook, the Swedish Securities Council's good practices in the stock market, the Swedish Code of Corporate Governance and Better Collective's guidelines, which include the Articles of Association, various policies, and other guidelines.

Following the dual listing on Nasdaq Stockholm and Nasdaq Copenhagen Better Collective has resolved that it will comply with the Swedish Code instead of the Danish Recommendations on Corporate Governance. The main corporate laws and rules on governance relevant for shareholders in a Danish public limited liability company that is listed on Nasdaq Stockholm, and complying with the Code, are largely materially similar to the corresponding Swedish rules that would apply for a Swedish public limited liability company under the same circumstances.

Cross-listing and corporate governance

Better Collective is a Danish limited liability company and accordingly follows the rules, regulations, and guidelines as described above. As a dual listed company on Nasdaq Stockholm and Nasdaq Copenhagen, Better Collective is required each year to provide an overview

of the main differences between the Swedish Code and the Danish Recommendations.

Shareholder engagement

Election of Chair of the annual general meeting

The Code stipulates the Chair of the annual general meeting shall be appointed by the Nomination Committee. In a Danish context, the Board of Directors will usually appoint a Chair of the general meeting, and this is not regulated in the Recommendations.

Minutes of the annual general meeting

The Code recommends that a shareholder who is independent from the company and its Board of Directors is appointed to verify and sign the minutes of general meetings. Such practice does not exist in Denmark and the minutes are approved and signed by the Chair of the general meeting in accordance with Danish Company Law.

Policies

Pursuant to the Recommendations, listed companies are to adopt certain policies and procedures, such as policies regarding communication and investor relations, a tax policy as well as contingency procedures in case of a public takeover of the company. Such recommendations are not included in the Code. However, Better Collective has adopted an information policy which governs both internal and external communications, including in relation to investors.

Procedures and tasks of the Board of Directors

Participation in daily management

Pursuant to the Recommendations, any participation by a member of the Board of Directors in the daily management of Better Collective must be approved by the Board and publicly disclosed. No equivalent recommendation is a part of the Code. However, none of the members of the Board of Directors currently participate in the daily management of Better Collective.

Board composition and Board Committees

Independence of Board members

The Code distinguishes between Board members' independence from Better Collective and its executive management and independence from the group's major shareholders in two separate recommendations. Independence in relation to major shareholders is not a part of the Recommendations. However, to be considered independent a Board member should not be a representative of or be associated with a controlling shareholder.

Chair of the Board

The Code stipulates that the Chair of the Board shall be elected by the general meeting. This is not the case in a Danish context. Further, the specific tasks of the Chair are more detailed in the Code. However, Danish practice is in line with the tasks and responsibilities of the Code. The Recommendations stipulate that a deputy Chair shall be elected, which is not included in the Code.

Board Committees

Both the Code and the Recommendations stipulate that a company should have an Audit Committee, a Remuneration Committee, and a Nomination Committee. The main difference between the Code and the Recommendations is that pursuant to the Code, a Nomination Committee is not a Board Committee but instead consists of members elected directly by the shareholders. Whereas pursuant to the Recommendations, the Nomination Committee is a Board Committee elected by and among members of the Board of Directors. The tasks of the Nomination Committee in a Swedish context are also more comprehensive than the tasks of the Nomination Committee in a Danish context.

The Company follows the Swedish practice pursuant to the Code, and accordingly the Nomination Committee consist of shareholder elected Committee members and the tasks carried out are in line with the Recommendations of the Code.

Management remuneration

The Recommendations contain provisions relating to management remuneration criteria, Board compensation as well as incentive programs.

The Code does not include equivalent recommendations as the Swedish Corporate Governance Board has issued the separate “Rules on Remuneration of the Board of Directors and Executive Management and on Incentive

Better Collective complies with the Swedish Code of Corporate Governance with the following exceptions

As stipulated in Better Collective’s Articles of Association, the Board of Directors appoint the meeting Chair for the AGM instead of letting the Nomination Committee propose a meeting Chair. The Articles also stipulate that the meeting Chair approves the AGM minutes instead of letting an AGM participant that is not a member of the Board or an employee of the company approve the minutes of the meeting.

The respective reports on corporate governance and sustainability do not include a part of the auditor’s report covering the specific reports, as these subjects are not individually addressed in the auditor’s report. These deviations are due to differences between Danish and Swedish laws and practices.

Programs” (the “Remuneration Rules”). The Remuneration Rules came into force on 1 January 2021 and contain extensive provisions on remuneration to the Board of Directors, executive management, and incentive programs. However, the Remuneration Rules only apply to Swedish companies whose shares are admitted to trading on a Swedish-regulated market (and to some extent companies whose shares are traded on other trading platforms) and are therefore not formally applicable to Better Collective.

The share and shareholders

Better Collective A/S was listed on Nasdaq Stockholm on June 8, 2018. As of November 17, 2023, Better Collective is dual listed on Nasdaq Copenhagen. The number of shares outstanding on December 31, 2023, was 55,367,418. Each share entitles the holder to one vote. The number of shareholders on December 31, 2023, was 4,821 which is an increase from the 3,669 shareholders on December 31, 2022.

The largest shareholders on December 31, 2023, were Chr. Dam Holding and J. Søgaard Holding (the Co-founders of Better Collective) with 10,671,179 shares each and each representing 19.27% of the votes and share capital in the company. Further information on the Better Collective share and shareholders is available in the section Share and shareholders on page 42 as well as on the group’s website.

General meeting

Pursuant to the Danish Companies Act, the general meeting is the group’s superior decision-making body. The general meeting may resolve every issue for Better Collective which does not specifically fall within the scope of the exclusive powers of another corporate body. For example, the power to appoint executive management, which falls within the scope of the Board of Directors in limited liability companies that are managed by a Board of Directors.

At the general meeting, the shareholders exercise their voting right on key issues, such as amendments of the Better Collective’s Articles of Association, approval of the annual report, appropriation of the group’s profit or loss (including distribution of any dividends), resolutions to discharge the members of the Board of Directors and the executive management from liability, the appointment and removal of members of the Board of Directors and auditors and remuneration for the Board of Directors and auditors. Other matters transacted at the meeting may include matters that according to the Articles of Association or the Danish Companies Act, must be submitted to the general meeting.

Time and place

The annual general meeting must be held at a date that allows sufficient time to send the Danish Business Authority a copy of the audited and adopted annual report within four months of the end of the financial year. In

In addition to the annual general meeting, extraordinary general meetings may be convened and held when required. According to Better Collective Articles of Association, general meetings must be held in Greater Copenhagen, Gothenburg, or Stockholm.

Notice

According to Better Collective’s Articles of Association, general meetings must be convened by the Board of Directors giving written notice no earlier than five weeks and no later than three weeks prior to the general meeting. Pursuant to the Danish Companies Act, notices convening general meetings shall be made public on the group’s corporate website. If requested, shareholders shall receive written notice of the general meetings.

Extraordinary general meetings must be held upon request from the Board of Directors, or the auditor elected by the general meeting. In addition, shareholders that individually or collectively hold ten percent or more of the share capital can make a written request to the Board of Directors that an extraordinary general meeting be held to resolve a specific matter. Such extraordinary general meetings must be convened within two weeks of the Board of Directors’ receipt of a request to that effect.

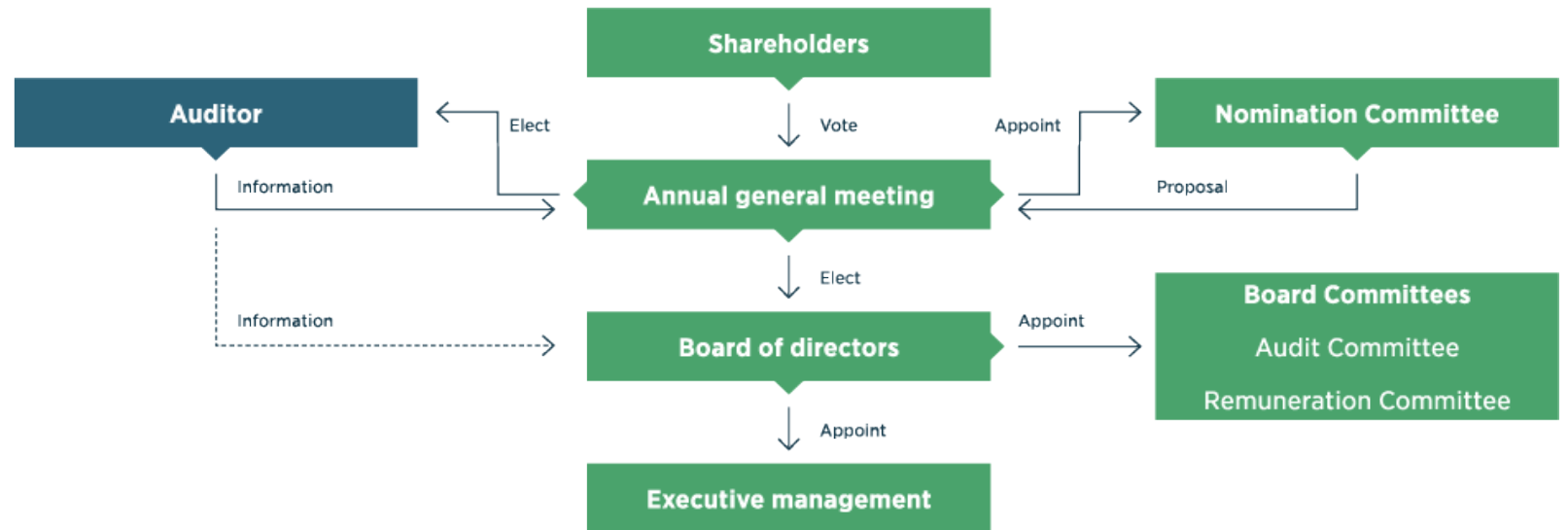
The notice to convene a general meeting must be made in the form and substance for public limited liability companies admitted to trading on a regulated market as

stipulated in the Danish Companies Act. The notice must also specify the time and place of the general meeting and contain the agenda of the business to be addressed at the general meeting. If an amendment of the group’s Articles of Association is to be resolved at a general meeting, the complete proposal must be included in the notice. For certain material amendments, the specific wording must be set out in the notice. As regards the annual general meeting, the Company must announce the date for the meeting as well as the deadline for any shareholder proposals no later than eight weeks before the scheduled date for the annual general meeting.

Right to attend general meetings

A shareholder’s right to attend a general meeting and to vote on their shares is determined based on the shares held by the shareholder at the date of registration. The date of registration is one week before the general meeting is held. The holding of each individual shareholder is based on the number of shares held by that shareholder as registered in the group’s share register maintained by Euroclear Sweden as well as any notifications of ownership received by Better Collective for the purpose of

registration in the share register, but not yet registered. To attend the general meeting, a shareholder must, in addition to the above-mentioned, also notify Better Collective of attendance no later than three days prior to the date of the general meeting, as stipulated by Better Collective’s Articles of Association. Shareholders may attend general meetings in person, through a proxy or by postal vote, and may be accompanied by an advisor. All attending shareholders are entitled to speak at general meetings.



Voting rights & shareholders initiatives

Each share entitles the holder to one vote. All matters addressed at the general meeting must be decided by a simple majority vote, unless otherwise stipulated by the Danish Companies Act or Better Collective's Articles of Association. A resolution to amend the Articles of Association requires that no less than two thirds of the votes cast as well as the share capital represented at the general meeting vote in favor of the resolution, unless a larger majority is required by the Danish Companies Act (for example resolutions to reduce shareholder rights to receive dividends or to restrict the transferability of the shares) or the group's Articles of Association. Shareholders who wish to have a specific matter brought before the general meeting must submit a written request to the group's Board of Directors no later than six weeks prior to the general meeting. If the request is received less than six weeks before the date of the general meeting, the Board of Directors must decide whether the request has been made with enough time for the issues to be included on the agenda.

General meetings in 2023

The annual general meeting 2023 was held on April 25, 2023, and approved the 2022 annual report, discharged the Board and executive management, and re-elected six out of six Board members, elected a Vice Chair of the Board, and re-elected the current auditor. The shareholders further approved the proposals from the Board of Directors to authorize the Board of Directors to increase the group's share capital without pre-emption

rights for the existing shareholders and to authorize the BBoard of Directors to acquire treasury shares. The shareholders adopted the remuneration report based on an advisory vote.

On August 8, 2023, an extraordinary general meeting was held during which shareholders approved the proposals from the Nomination Committee regarding the election of Britt Boeskov and René Rechtman as the new members of the Board of Directors. During the meeting the shareholders were informed that the Board member Klaud Holse wished to resign as a member of the Board of Directors with effect as of the extraordinary general meeting.

Electronic general meetings

The Board of Directors is authorized to decide that general meetings are held as a completely electronic general meeting without physical attendance or partially electronic meetings.

Annual general meeting 2024

The annual general meeting 2024 will take place on April 22, 2024, at 2.00 p.m. For more information, please see the section on the annual general meeting on the Better Collective's corporate website.

Nomination Committee

According to the Code, the group must have a Nomination Committee, the duties of which must include the

preparation and drafting of proposals regarding the election of members of the Board of Directors, the Chair of the Board of Directors, the Chair of the general meeting and auditors. In addition, the Nomination Committee shall propose fees for Board Members and the auditor. The group's Articles of Association hold instructions and rules of procedure for the Nomination Committee according to which the Nomination Committee is to have at least three members representing the three largest shareholders per the end of August, together with the Chair of the Board of Directors. The names of the members of the Nomination Committee must be published by Better Collective no later than six months prior to the annual general meeting.

On August 31, 2023, the two largest shareholders were Chr. Dam Holding and J. Søgaard Holding which are grouped. In accordance with shareholders' decision, the Nomination Committee was appointed and is composed by four members in total:

- Søren Jørgensen, Chair, appointed by Chr. Dam Holding and J. Søgaard Holding
- Martin Jonasson, appointed by Andra AP-Fonden, also representing Tredje AP-Fonden
- Michael Knutsson, appointed by Knutsson Holding AB
- Jens Bager, Chair of the Board of Directors, Better Collective

In all, the Nomination Committee represented 49.5% of the total number of shares in Better Collective, based on ownership data as per August 31, 2023.

Independence of Nomination Committee

The Code requires the majority of the Nomination Committee's members to be independent in relation to the group and its management and that at least one of these shall also be independent in relation to the group's largest shareholder in terms of voting power. All members are independent in relation to Better Collective and the group's management and all members except for Søren Jørgensen are independent in relation to major shareholders.

Nomination Committee meeting with Board members

Each year, the Nomination Committee conducts individual interviews with the Board members leading up to the AGM as a supplement to the board self-evaluation results. Similarly, any new Board candidates meet with the Nomination Committee.

Meetings of the Nomination Committee

Ahead of the AGM 2024, the Nomination Committee has held three meetings. One member was not present during the third meeting. No fees have been paid for work on the Committee.

Board of Directors

After the general meeting, the Board of Directors is the most superior decision-making body of the group. The duties of the Board are set forth in the Danish Companies Act, the group's Articles of Association, the Code and the written rules of procedure adopted by the Board of Directors, which are revised annually. The rules of procedure regulate, inter alia, the practice of the Board of Directors, tasks, decision-making within the group, the Board of Directors' meeting agenda, the Chair's duties, and allocation of responsibilities between the Board of Directors and the executive management. Rules of procedure for the executive management, including instruction for financial reporting to the Board of Directors, are also adopted by the Board of Directors.

The Board meets according to a predetermined annual schedule. At least five ordinary Board meetings must be held between each annual general meeting. In addition to these meetings, extraordinary meetings can be convened for processing matters which cannot be referred to any of the ordinary meetings. In 2023, 10 meetings were held.

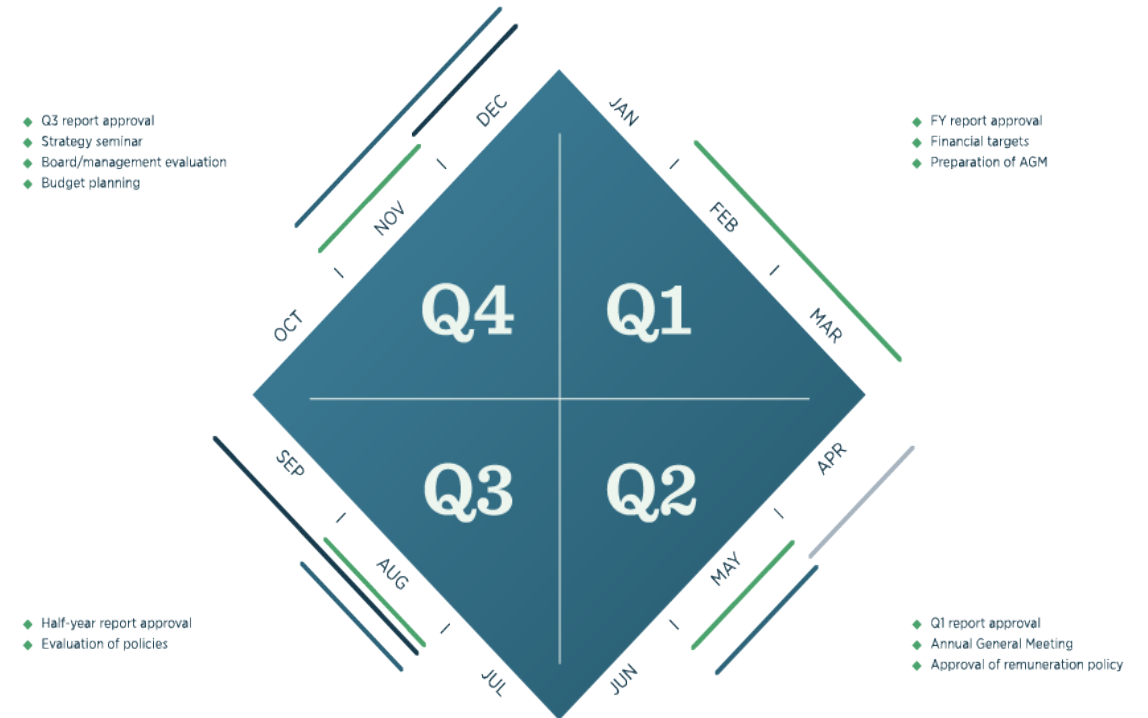
Composition of the Board

The members of the Board of Directors are elected annually at the annual general meeting for the period until the end of the next annual general meeting. According to the group's Articles of Association, the Board of Directors shall consist of no less than three and no more

than seven Board members. Furthermore, the Code stipulates that no deputy members may be appointed. Currently, the Board of Directors is composed of seven ordinary Board members elected by the general meeting: Jens Bager (Chair), Todd Dunlap, Therese Hillman (Vice Chair), Britt Boeskov, René Rechtman Leif Nørgaard, and Petra von Rohr. The Board attended Nasdaq's stock market training course prior to the listing in 2018. Todd Dunlap and Britt Boeskov received Nasdaq training after joining the Board. For information about the Board members see page 36.

Evaluation of Board performance

The Board of Directors regularly evaluates its work through a structured process. The Chair is responsible for carrying out the evaluation and presenting the results to the Nomination Committee. In 2023, an external management consultancy assessed the Board's work, including the collaboration with the executive management. The assessment was based on a questionnaire. Every other year, the questionnaire is combined with personal interviews with each board and executive management member. The evaluation was presented to and discussed by the Board and subsequently the Nomination Committee. In addition, the Nomination Committee conducted individual interviews with the Board members leading up to the AGM. The overall conclusion was that the Board's performance and efficiency is found to be satisfactory and that the Board has a well-balanced mix of competencies.



Diversity

The Board composition must be set with appropriateness to the group's operations, phase of development, and must collectively exhibit diversity regarding gender, age, nationality, experience, professional background, and business expertise. In 2023, the Board had an equal gender distribution and met the group's policy on additional diversity criteria based on age, nationality, and educational background.

Gender distribution in management, cf. §99b

Better Collective has set a target for the Board of Directors of 40% of the underrepresented gender. The Board is made up of three women (43%) and four men (57%) whereby the split exceeds the 40% in a Board consisting of seven members. This is considered an equal gender distribution by the Danish Business Authority. It is management's view that the Board composition meets our policy on additional diversity criteria based on age, nationality, and educational background.

For the other management levels across Better Collective, the gender split in 2023 was 15% women and 85% men. This is an increase from 2022 (12% women and 88% men.) In the 2023 reporting, other management levels include the executive management and their direct reports, whereas in the 2022 reporting the other management level was included in the top management percentage.

Although new members of the other management level joined Better Collective in 2023 the target of underrepresented gender was not reached. Better Collective recognizes that gender distribution at the other management level is unsatisfactory. We will continue the work to increase the share of the underrepresented gender at all management levels through new initiatives to ensure that both genders are represented in recruitment at the interview stage and similarly that gender is considered in succession planning. The Board has set a target for the other management levels of 25% to consist of the underrepresented gender by 2027.

Gender diversity top management

In 2023 Better Collective achieved gender equality in the top management level. Therefore, no new targets have been set. In contrast, in the 2022 annual report, Better Collective disclosed that the combined percentage of underrepresented genders in both top management and other levels of management amounted to 12%.

Gender diversity other management levels

Other management levels include the executive management and their direct reports, (executive management and SVP/VP) which equals 13 members in total. To improve the percentage of the underrepresented gender in the other management level, the company has included a representative of both genders in the recruitment processes and will continue to do so in order to reach the target of 25 % by 2027.

Top managerial position (Board of Directors)	2023	2024	2025	2026	2027
Total number of members	7				
Underrepresented gender in pct.	43%				
Target figure in pct.	40%	-	-	-	-
Year for fulfilment of target figure	-	-	-	-	-

Other Managerial positions (1 and 2)	2023	2024	2025	2026	2027
Total number of members	13				
Underrepresented gender in pct.	15%				
Target figure in pct.	25%	25%	25%	25%	25%
Year for fulfilment of target figure	2027	2027	2027	2027	2027

Board Committees

The Board of Directors has established two committees: the Audit Committee and the Remuneration Committee. The Board of Directors has adopted rules of procedure for both committees.

Audit Committee

The Audit Committee consists of Leif Nørgaard (Chair), Therese Hillman, and Petra von Rohr. The Audit Committee's role is mainly to monitor the group's financial position, to monitor the effectiveness of the group's internal control and risk management, to be informed about the audit of the annual report and the consolidated financial statements, to monitor the quality of the external audit, to review and monitor the auditor's impartiality and independence and to monitor the group's compliance with law and regulations related to financial matters. The Audit Committee has an annual work plan and has held five meetings in 2023.

Remuneration Committee

The Remuneration Committee consists of Jens Bager (Chair), Todd Dunlap, and Britt Boeskov, who has replaced Klaus Holse. The Remuneration Committee's role is primarily to prepare matters regarding remuneration and other terms of employment for the executive management and other key employees. The Remuneration Committee shall also monitor and evaluate ongoing and completed programs for variable remuneration to the group's management and monitor and evaluate the implementation of the guidelines for remuneration to the

executive management which the annual general meeting has adopted. The Remuneration Committee has an annual work plan and has held three meetings in 2023.

Executive management

According to the Danish Companies Act and Better Collective's Articles of Association, the Board of Directors appoints and removes the members of the executive management. The executive management is responsible for the day-to-day management of the group. Currently, the executive management consists of Jesper Søgaard as CEO, Flemming Pedersen as CFO and Christian Kirk Rasmussen as COO. The members of the executive management are presented in further detail on page 40.

The duties and responsibilities of the executive management are governed by the Danish Companies Act, Better Collective's Articles of Association, the rules of procedures for the executive management adopted by the Board of Directors, other instructions given by the Board as well as other applicable laws and regulations.

The executive management's duties and responsibilities include, inter alia, ensuring that the group maintains adequate accounting records and procedures, that the Board of Directors' resolutions are implemented in the daily management of the group, that the Board of Directors are up to date on all matters of importance to the group and that the day-to-day management of the group is carried out.

Attendance at Board and Committee meetings

Name	Board Meetings	Audit Committee	Remuneration Committee
Jens Bager (Chair)	◆◆◆◆◆◆◆◆	-	◆◆◆
Therese Hillman (Vice chair)	◆◆◆◆◆◆◆◆	◆◆◆◆◆	-
Todd Dunlap	◆◆◆◆◆◇◆◆◆◆	-	◆◆◆
Klaus Holse	◆◆◆◆◆◇		
Petra von Rohr	◆◆◆◆◆◆◆◆	◆◆◆◆◆	-
Leif Nørgaard	◆◆◆◆◆◆◆◆	◆◆◆◆◆	-
Britt Boeskov	◆◆◆◆◆		◆◇◆
René Rechtman	◆◆◆◆◆		

◆ Attendance ◇ Non-attendance

Remuneration to the Board of Directors and the executive management

Remuneration to the Board of Directors

Fees and other remuneration to Board members elected by the general meeting are resolved at the annual general meeting. At the annual general meeting held on April 25, 2023, it was resolved that a fee of EUR 135,000 is to be paid to the Chair and 90,000 EUR to the vice chair and that fees of EUR 45,000 is to be paid to each of the other Board members. Work in a Board committee is remunerated with EUR 13,500 for a chair position and EUR 6,750 for a regular member. In 2021, one-third of the Board of Directors' fixed annual remuneration was paid out in shares in the group. Following approval at the Annual General Meeting on April 25, 2023, the Board fee in 2023 was paid in cash and an amendment to the remuneration policy means that payment in shares is no longer part of the policy.

For the financial year 2023, the Board of Directors received remuneration as set out in note 5 on page 85. For additional details, see also the remuneration report for 2023 available from bettercollective.com.

Remuneration to executive management

Remuneration to the executive management consists of basic salary, variable remuneration, pension benefits, share-related incentive programs and other benefits.

For the financial year 2023, the executive management received remuneration as set out in note 5 on page 85.

Remuneration policy

The current remuneration policy was adopted at the annual general meeting on April 25, 2023, in compliance with section 139 and 139a in the Danish Companies Act

Members of Better Collective's Board of Directors and executive management receive a fixed annual remuneration. In addition, members of the executive management may receive incentive-based remuneration consisting of share-based rights. Finally, members of the executive management may receive incentive-based remuneration consisting of a cash bonus (including cash

bonuses based on development in the share price), on both an ongoing, single-based, and event-based basis.

Cash bonus schemes for executive management may consist of an annual bonus, which the individual member of the executive management can receive if specific targets of the group and other possible personal targets for

Name and position	Holdings at beginning of year	Bought during the year	Sold during the year	Holdings at end of the year	Market value* tEUR
Jesper Søgaard, CEO	10,671,179	0	0	10,671,179	247,275
Flemming Pedersen, CFO	311,966	0	0	311,966	7,229
Christian Kirk Rasmussen, COO	10,671,179	0	0	10,671,179	247,275
Executive management, total	21,654,324	0	0	21,654,324	501,778

Name and position	Holdings at beginning of year	Bought during the year	Sold during the year	Holdings at end of the year	Market value* tEUR
Jens Bager, Chair	1,001,229	0	0	1,001,229	23,201
Therese Hillman, Vice Chair	1,375	0	0	1,375	32
Todd Dunlap, member	475	0	0	475	11
Klaus Holse, member	171,059	0	0	171,059	3,964
Leif Nørgaard, member	440,656	6,644	0	447,300	10,365
Petra von Rohr, member	22,037	0	0	22,037	511
René Efraim Rechtman, member	0	11,000	0	11,000	255
Britt Ingrid Boeskov, member	0	13,027	0	13,027	302
Board of directors, total	1,636,831	30,671	0	1,667,502	38,640
Total	23,291,155	30,671	0	23,321,826	540,418

* The end-of-year market values are based on the official share prices prevailing December 31, 2023.

the relevant year are met. The maximum cash bonus shall be equivalent to 100 percent of the fixed base salary of each eligible participant of the executive management. Payment of a bonus is only relevant when conditions and targets have been fully or partly met (as determined by the Board of Directors). If no targets are met, no bonus is paid out. Targets for the executive management shall be agreed upon by the Board of Directors and the executive management. The general meeting will decide whether to establish a long-term incentive program (LTI program).

Internal controls

The Board of Directors has the overall responsibility for the internal control of the group. The main purpose of the internal control is to ensure that the Better Collective's strategies and objectives can be implemented within the business, that there are effective systems for monitoring and control of the group's business and the risks associated with the group and its business, and to ensure that the financial reporting has been prepared in accordance with applicable laws, accounting standards and other requirements imposed on listed companies. The Board of Director's responsibility for the internal control and financial reporting is governed by the Danish Financial Statements Act, the Danish Companies Act and the Code. In addition, the Board of Directors has implemented an internal control framework based on the COSO standard, which focuses on the five areas: control

environment, risk assessment, control activities, information as well as communication and monitoring.

Control environment

To create and maintain a functioning control environment, the Board of Directors has adopted several steering documents and policies, including rules of procedure for the Board of Directors, the Board Committees and the executive management with instruction for financial reporting to the Board of Directors. The policies include a tax policy, treasury policy, IT policy, information policy, insider policy, instruction for insider lists and a Code of Conduct. Better Collective also has a group accounting manual which contains principles, guidelines, and processes for accounting and financial reporting.

The division of roles and responsibilities within the rules of procedure for the Board of Directors and the executive management aim to facilitate an effective management of Better Collective's risks. The Board of Directors has also established an Audit Committee whose main task is to monitor the effectiveness of the group's internal control, internal audit, and risk management, to be informed about the audit of the annual report and consolidated financial statements, and to review and monitor the auditor's impartiality and independence. The Board evaluates the need for an internal audit function annually. In 2023, given the size of the company, it was decided that an internal audit function is not currently needed.

Better Collective applies an internal "signing & approval" framework to ensure a clear and formalized distribution and limitation of power, and to define and govern guidelines for the delegation of authority to sign on behalf of the group. The group has furthermore established an IT governance structure to ensure that all major IT projects support Better Collective's business goals, and that existing IT systems and resources are used optimally. The group has implemented a whistle-blower scheme providing the ability to easily and anonymously report any observations of potentially destructive, unethical, or illegal activities related to Better Collective.

Risk assessment

Risk assessment includes identifying risks pertaining to the group's business, assets and financial reporting as well as assessing the impact and probability of those risks, to ensure that actions to reduce or eliminate risks are analyzed and implemented. Within the Board of Directors, the Audit Committee is responsible for continuously assessing the group's risks.

Annually, the executive management must prepare an internal risk management assessment which is reported to the Audit Committee and subsequently to the Board of Directors. The risk management assessment shall include a follow-up on previous year's work and a review of any changes to procedures, control systems and risk-mitigating actions.

With regards to financial reporting, the CFO and the finance department annually prepares a report for the Audit Committee, including a review of items subject to special risks and significant accounting estimates and judgements, allowing the Audit Committee to monitor the financial reporting process. The Audit Committee also evaluates the need for an internal audit function annually and makes recommendations to the Board of Directors.

Control activities

Control activities are performed for the purpose of preventing, detecting, and correcting any errors and irregularities, including fraud. Control activities are implemented in the group's systems and procedures, including financial reporting systems and procedures. Control activities include, for example, physical and electronic preventive access controls concerning sensitive and confidential information, preventive IT based controls limiting access to systems, joint approval procedures for electronic bank transfers and detective controls. Financial control activities are performed in accordance with the group accounting manual and are carried out monthly and are documented.

Information and communication

Internal communication to employees occurs, inter alia, through policies, instructions, and blog posts, including a Code of Conduct which serves as an overall guiding principle for employees in all communication, an

information policy which governs internal and external information as well as an insider policy, which ensures appropriate handling of insider information that has not yet been disclosed to the public. Additionally, the group's CEO holds the overall responsibility for the handling of matters regarding insider information.

The group's investor relations function is led and supervised by the CFO and the Senior Director of Investor Relations. The principal tasks of the investor relations function are to support matters relating to the capital market as well as to assist in preparing financial reports, general meetings, capital market presentations and other regular reporting regarding investor relations activities.

Monitoring

Compliance and effectiveness of internal controls are continuously monitored. The executive management ensures that the Board of Directors receives continuous reports on the development of the group's activities, including the group's financial results and position, and information about important events, such as key contracts. The executive management also reports on such matters at each board meeting.

The Board of Directors and the Audit Committee examines the annual report and the interim reports and conducts financial evaluations based on established business plans. The Audit Committee reviews any changes in accounting policies to determine the appropriateness

of the accounting policies and financial disclosure practices. Furthermore, the Audit Committee also reviews the consistency of accounting policies across the group on a yearly basis.

The efficiency of the key controls is evaluated at regular intervals and reported to the Board of Directors summarizing the performed evaluations and accounting for any deviations that must be managed.

External audit

The group's auditor is appointed by the annual general meeting for the period until the end of the next annual general meeting. The auditor audits the financial statements prepared by the Board of Directors and the executive management. Following each financial year, the auditor shall submit an audit report to the annual general meeting. The group's auditor reports its observations from the audit and its assessment of the group's internal control to the Board of Directors.

At the annual general meeting held on April 25, 2023, EY Godkendt Revisionspartnerselskab was re-elected as the group's auditor with Jan C. Olsen as the lead auditor. It was also resolved that the fees to the auditor should be paid in accordance with normal charging standards and approved invoice. The total fee paid to the group's auditor for the financial year 2023 amounted to 581 tEUR, all of which regarded the audit assignment.



Risk management

Better Collective’s management monitors and accesses risk development in the Better Collective group, continuously.

Risk analysis and evaluation

Through an enterprise risk management process, several gross risks in Better Collective are identified. Each risk is described, including current risk mitigation in place, or planned mitigating actions. The subsequent analysis of the identified risks includes an inherent risk evaluation based on two main parameters: probability of occurrence and impact on future earnings and cash flow.

Risk control

The risk evaluation is presented to the Board of Directors for discussion of and any further mitigating actions required, on an annual basis. Between the annual evaluation, the Audit Committee oversees the ongoing risk management process. The Board evaluates risk dynamically to cater for this variation in risk impact. The policies and guidelines in place stipulate how Better Collective’s management must work with risk management.

Market regulation and legal risk

Changes to applicable laws and regulations could lead to an increased burden of compliance. Contractual risk as well as legal risk related to regulatory requirements are critical. Failure to meet or implement regulatory requirements concerning, for instance, data protection, confidentiality agreements, IPR, and fraud constitutes a risk.

Cybercrime risk

As a digital software-based company with a core business based on modern information technology, Better Collective’s failure to adequately protect itself against IT risk represents a distinct risk. Cybercrime including unauthorized access to Better Collective’s network and data could endanger applications as well as the infrastructure and the technical environment stored on Better Collective’s network.

Recruitment and retention risk

People remain the key drivers in everything that we do at Better Collective since our business is based on specialized expertise and innovation. Failure to attract, develop, and retain the most skilled employees and management talent constitutes a risk to the company and our ability to scale operations.

Risk mitigation

iGaming regulation provides transparency to the legal framework, which in turn enhances predictability. Better Collective has established a central legal function that, together with the commercial and business development operations, ensures a stage-gate approach when new contracts are made and when new regulations or compliance are being imposed.

Risk mitigation

Better Collective’s IT department continuously monitors its global technical infrastructure, aiming to identify and minimize risk to the company’s production and performance. Through well-established procedures and solutions, Better Collective can quickly restore critical business operations.

Risk mitigation

Better Collective’s values and employer branding serve as strong tools for recruitment of talent. We monitor employee performance and engagement through bi-annual development talks and annual workplace evaluations. New initiatives in the People and Culture space include a DEI board and training in diversity matters.

Acquisition risk

With our acquisition focus increasingly turned to larger companies, the overall risk profile of Better Collective has changed, and regulatory as well as financial risk has increased. Especially when entering new markets by way of M&A and in the following integration with the rest of the group.

Search engine and ranking risk

Algorithm updates pose a risk to organic search and ranking possibilities and may trigger optimization challenges. The rise of AI chatbots may impact the way media content is produced and potentially the search behavior of users.

ESG risk

To Better Collective, the key ESG/sustainability risks lie within the social and governance spaces and less within the environment space since we are a digital business. Concerns related to problematic gambling and reputational risk from not being perceived as acting responsibly or within the regulatory frameworks.

Financial risk

Financial risk management objectives and policies, including market risk, foreign currency risk, interest rate risk and credit risk are described in note 20 to the consolidated financial statements.

Risk mitigation

When relevant, we involve regulatory bodies in our licensing process for newly established entities. We aim to implement a performance based valuation of the acquired entities and to establish local governance/management for entities of a certain size. We implement local Finance, HR, and Legal organizations dedicated to the entities when relevant.

Risk mitigation

As these matters are rapidly changing, we have set up monitoring of the industry, newsletters and experts and have systems in place to share knowledge internally. Based on the monitoring, we are continually testing different tactics and solutions.

Risk mitigation

Regulatory compliance is systemized by the legal team. We are educating ourselves on safer gambling, on advertising standards and developing resources to help our users navigate the sports betting industry. Deploying Mindway AI solutions further aids the safer gambling agenda. Transitioning to becoming a media group gradually makes us less dependent on gambling-related activities.

Board of Directors



Jens Bager

Chair of the Board and of the Remuneration Committee
 Born, 1959
 Nationality, DK
 Present position since 2016

Education: holds a M.Sc in Economics and Business Administration from Copenhagen Business School.

Professional background: Jens Bager was the CEO of ALK-Abelló A/S for 16 years before joining Better Collective, and prior to that served as EVP of Chr. Hansen A/S. Jens Bager is an Industrial Partner at Impilo AB, the Chair of Scantox Holding ApS and Marleybones Ltd, and has served on various boards in Denmark, Sweden, and France. He has extensive experience within general management of international and listed companies.

Other assignments: Member of the executive board of Apto Invest ApS, Apto Advisory ApS, Tandlægen.dk and Symmetry Administration ApS.

Previous assignments: Board Chair of Ambu A/S, Heatex AB and Poul Due Jensens Fond. CEO of ALK-Abelló A/S.

Independence in relation to:

- Shareholders Yes
- The company Yes



Therese Hillman

Vice Chair and member of the Audit Committee
 Born, 1980
 Nationality, SE
 Present position since 2021

Education: holds a M.Sc. in Accounting and Finance from the Stockholm School of Economics with exchange terms at the University of Virginia and the University of North Georgia.

Professional background: CEO of Network of Design (NOD), a group of Scandinavian design companies. Therese Hillman was prior to her current role as CEO of NOD the Group CEO of NetEnt. In this role, she steered the company during a turnaround phase, in a time of changing regulation and market conditions, US market expansion, and a large acquisition of the fast-growing competitor Red Tiger.

Other assignments: Board Chair of String Furniture AB, Nordic eTrade AB, Grythyttan Stålmöbler, Kasthall AB and Sweden Concepts AB. Board member of Byarums Bruk, Coeee Design, Wall of Art and Norling Cavalin.

Previous assignments: Prior to joining NetEnt in 2017, Therese Hillman worked at Gymgrossisten.com for ten years, where she was the CEO for the last six years, and prior to that she worked in the roles as COO and CFO. Former board member of Unibet.

Independence in relation to:

- Shareholders Yes
- The company Yes



Britt Boeskov

Board member and member of the Remuneration Committee
 Born, 1978
 Nationality, DK
 Present position since 2023

Education: holds a M.Sc. in Intercultural Communication and Management from Copenhagen Business School

Professional background: Britt Boeskov has held positions in global companies such as Chief Experience Officer for Kindred Group, one of the largest gambling companies in the world. Until September 2022, Britt was SVP of Group Strategy and Execution in Better Collective.

Other assignments: Serves on the Boards of MAG Interactive, Mindway AI, GAMING1 and Racecourse Media Group while she is also the principal owner of her own consultancy.

Previous assignments: Being with Kindred from 2005 to 2022 Britt has held various positions, including Chief Program Officer and Chief Operating Officer, during which time she led and transformed the business through fundamental industry changes, in terms of regulation, user expectations and technology advances.

Independence in relation to:

- Shareholders Yes
- The company Yes



Todd Dunlap

Board member and member of the Remuneration Committee
 Born, 1966
 Nationality, USA
 Present position since 2020

Education: holds two Bachelor of Science degrees (aerospace engineering and business administration), with a graduate in Business and International Management from Stanford University and Thunderbird School of Global Management.

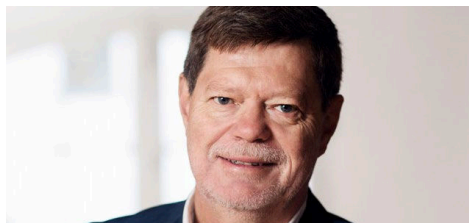
Professional background: Todd Dunlap is the current CEO and Board Chair of the startup OfferUp, one of the Seattle region's only tech startups valued at more than 1 bnUSD. Prior to this role he was the CEO of North America for Booking.com and as such was responsible for the overall growth of the company's business in the United States and Canada. Prior to joining Booking.com in 2012, Todd worked 14 years at Microsoft, most recently in the role of Vice President & COO of Microsoft's Consumer & Online Division.

Other assignments: Guest lecturer and mentor at the University of Washington's Foster School of Business, and investor in Seattle-area SaaS AI/ML, data and eCommerce startups as a founding LP of Ascend.vc.

Previous assignments: Todd Dunlap has served as strategic advisor for Booking Holdings, and Vice President and Managing Director of the Americas Region also at Booking.com. President and general manager at Microsoft Licensing, and former Board Advisor to Better Collective. Todd Dunlap also led the Internet Business Unit at WRQ, a global software and consulting firm.

Independence in relation to:

- Shareholders Yes
- The company Yes



Leif Nørgaard

Board member and chair of the Audit Committee
 Born, 1955
 Nationality, DK
 Present position since 2014

Education: Leif Nørgaard holds a M.Sc in Economics and Business Administration from Aarhus Business School and is a state authorized public accountant.

Professional background: Leif Nørgaard has held senior positions in global companies such as CFO for Chr. Hansen Group, CFO for Dako Group, CFO for Teleca Group, and has served on boards in several countries. Leif Nørgaard is a professional investor in start-up companies. He has extensive experience in finance, start-ups, and growth companies.

Other assignments: Leif Nørgaard is currently the board chair of Myselfie Aps, Zerv Aps, DM Greenkeeping Danmark A/S and K/S Sunset Boulevard, Esbjerg. He is a member of the executive board of AnnoAnno ApS, Oono A/S, Hubb Aps Sunset Boulevard, Esbjerg Komplementar ApS and Robo Invest 2020 ApS, ONG Invest Aps and SNG Invest ApS.

Previous assignments: Board member of Teklatech A/S, 2XL2016 ApS, Actimo LATAM Holdco ApS, DTU Science Park A/S, Dialægt/Citatplakat Aps and Komplementarsel, and Landshut Aps. Chair of the board of K/S SDR. Fasanvej, Frederiksberg and MuteBox ApS, Partner of ApS Komplementarselskabet SDR. Fasanvej, Frederiksberg.

Independence in relation to:

- Shareholders Yes
- The company Yes



René Rechtman

Board member and member of the Remuneration Committee
 Born, 1970
 Nationality, DK
 Present position since 2023

Education: holds a M.Sc. in Politics and International Relations from the University of Copenhagen.

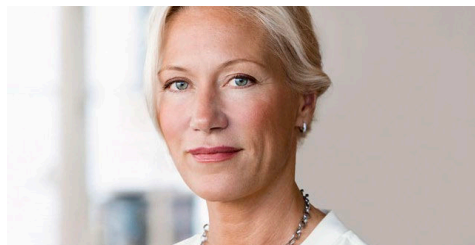
Professional background: René Rechtman is co-founder and CEO of Moonbug Entertainment, an award-winning global entertainment company behind some of the most popular childrens' titles including CoComelon, Blippi, Little Angel and Morphle.

Other assignments: Board member of The Guardian, Blast Aps, as well as Podimo and until recently also of JP/Politikens Hus.

Previous assignments: Prior to setting up Moonbug, Rechtman was Head of Non-Linear Media at The Walt Disney Company, which he joined through the 2014 acquisition of Maker Studios, where he served as both investor and President. Prior to this, Rechtman held senior leadership positions at AOL, GoViral. and TradeDoubler.

Independence in relation to:

- Shareholders Yes
- The company Yes



Petra von Rohr

Board member and member of the Audit Committee
 Born, 1972
 Nationality, SE
 Present position since 2018

Education: Petra von Rohr holds a M.Sc. in Economics from Stockholm School of Economics and McGill University in Montreal, Canada.

Professional background: Petra von Rohr recently stepped down as the CEO of Biocool AB and she has experience from executive management positions both from the finance industry and the communications industry. Most recently, she was Head of Group Communications at Com Hem AB. Previous experience includes working as an equity analyst in London and Stockholm. She has extensive experience from working with corporate communication and investor relations.

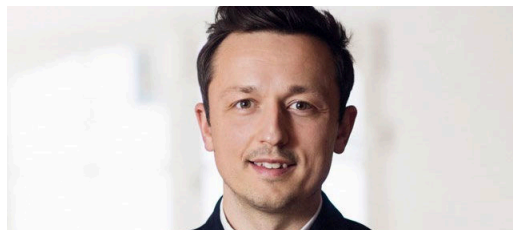
Other assignments: Board member of Webrock Ventures

Previous assignments: Member of the Executive Management team of Com Hem AB, Partner of Kreab AB, Board member of LinkFire, the Global Vector Control Standard, Lauritz.com A/S, Lauritz.com Group A/S, Novare Human Capital Aktiebolag and Takkei Trainingsystems AB.

Independence in relation to:

- Shareholders Yes
- The company Yes

Executive management



Jesper Søgaard

CEO & Co-Founder
 Born, 1983
 Nationality, DK
 Present position since 2004

Education: Jesper Søgaard holds a M.Sc. in Political Science from the University of Copenhagen.

Professional background: Jesper Søgaard founded Better Collective together with Christian Kirk Rasmussen in 2004 and has been working with and developing the Group's operations since its beginning.

Other assignments: Member of the board of directors of Rådhusolmen A/S, MM PROPERTIES, Over Bølgen A/S, BetterNow WORLDWIDE ApS, and Centerholmen A/S. CEO of J. Søgaard Holding ApS, and founding member of Dreamcraft Ventures Management ApS. Member of the executive board of Better Holding 2012 A/S and J. Søgaard holding A/S.

Previous assignments (past five years): Member of the board of directors of Bumble Ventures General Partners ApS, Bumble Ventures Management ApS, Bumble Ventures Invest ApS, Ejendomsselskabet Algade 30-32 A/S, Symmetry Invest A/S, Shiprs Danmark ApS, Scatter Web ApS, Ploomo ApS, Gedoe A/S, and VIGGA.us A/S. Member of the executive board Bumble Ventures SPV ApS.



Christian Kirk Rasmussen

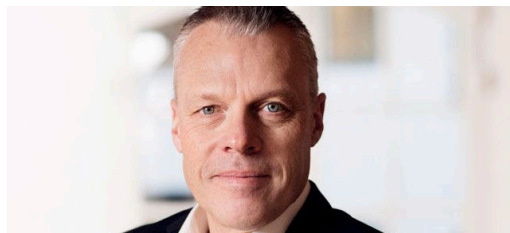
COO & Co-Founder
 Born, 1983
 Nationality, DK
 Present position since 2004

Education: Christian Kirk Rasmussen holds a Bachelor of Commerce from Copenhagen Business School.

Professional background: Christian Kirk Rasmussen founded Better Collective together with Jesper Søgaard in 2004 and has been working with and developing the Group's operations since its beginning.

Other assignments: Member of the board of directors Omnigame ApS and MM Properties ApS. Member of the executive board Chr. Dam Holding ApS, and Better Holding 2012 A/S. Founding member of Dreamcraft Ventures Management ApS.

Previous assignments (past five years): Board member of Bumble Ventures General Partners ApS, Bumble Ventures Management ApS, Bumble Ventures Invest ApS and Ejendomsselskabet Algade 30-32 A/S. Member of the executive board Yellowsunmedia ApS. Member of the executive board Bumble Ventures SPV ApS.



Flemming Pedersen

CFO
Born, 1965
Nationality, DK
Present position since 2018

Education: Flemming Pedersen holds a M.Sc. (cand. merc. aud.) and HD (Bachelor of Business Administration) from Copenhagen Business School.

Professional background: Flemming Pedersen has more than 25 years of management experience, whereof more than 20 years in executive positions in public companies. He has served as CFO of ALK-Abelló A/S, and was CEO and president of Neurosearch A/S. He has experience in general management, finance, accounting, tax matters, risk management and capital markets. In addition, he has experience from board positions in both public and private companies in Denmark as well as internationally.

Other assignments: Member of the executive board of Naapster ApS.

Previous assignments (past five years): Chair of the Board Mindway AI ApS



The BETCO share and shareholders

Better Collective A/S has been listed since June 8, 2018, and is traded on the Nasdaq Stockholm and Nasdaq Copenhagen. The group's ticker is BETCO and BETCO DKK, respectively.

Share price and trading

The closing price on December 31, 2023, for the BETCO share was 256.50 SEK and BETCO DKK 172,20 DKK corresponding to a total market cap of approximately 14,201 mSEK/ 9,534 mDKK. During the period from January 1, 2023, to December 31, 2023, a total of 13,296,909 BETCO shares and a total of 973,808 BETCO DKK shares were traded at a total value of 1,029 mSEK/154 mDKK. The average number of shares traded per trading day was approximately 52,976 (BETCO) and 33580 (BETCO DKK), corresponding to a total value of 20 mSEK/13mDKK. An average of BETCO 52,976 and BETCO DKK 175 trades were completed per trading day. The highest price paid for BETCO during the period January 1, 2023, to December 31, 2023 was BETCO 299.00 SEK on November 7, 2023 and BETCO DKK 180.00 on December 27, 2023. The lowest price paid for BETCO was 127.10 SEK on January 2, 2023 and BETCO DKK 139.20 on November 17, 2023. During the period from

January 1, 2023, to December 31, 2023, BETCO share price increased by 101.6% and BETCO DKK price increased by 22.2%, while the OMX Large Cap list increased by 16.4%.

Shareholders

On December 31, 2023, most of the share capital was owned by the company's founders and institutions predominantly in Sweden, Denmark, and the rest of Europe. On December 31, 2023, Better Collective had 4,821 known shareholders, corresponding to a 31% increase from January 1, 2023. The ten largest shareholders accounted for 62% of the votes and share capital. The members of Better Collective's Board of Directors held a total of 1,508,416 Better Collective shares. The executive management held a total of 21,654,324 Better Collective shares. The individual holdings can be found on page 35.

Share capital and capital structure

On 31 December 2023, the share capital amounted to 553,674.18 EUR, and the total number of issued shares was 55,367,418. The company has one (1) class of shares. Each share entitles the holder to one vote at the general meetings. All shares in the market hold equal voting rights and equal rights to the company's earnings and capital.



Share price and trading

Closing price 2023 BETCO	256.50 SEK
Closing price 2023 BETCO DKK	172.20 DKK
Corresponding MCAP	14.202 mSEK
Total number of shares traded on Nasdaq Stockholm exchange	9,546 mDKK
Total number of shares traded on Nasdaq Copenhagen exchange	13.296.864
Traded total value on Nasdaq Stockholm exchange	973.808
Traded total value on Nasdaq Copenhagen exchange	1.029.976.589
Avg. shares traded on Nasdaq Stockholm exchange per day	52.967
Avg. shares traded on Nasdaq Copenhagen exchange per day	33.579
Avg. traded total value per day Nasdaq Stockholm exchange (SEK)	12.151.556
Avg. traded total value per day Nasdaq Copenhagen exchange (DKK)	5.328.932
Total number of trades on Nasdaq Stockholm exchange	139.151
Total number of trades on Nasdaq Copenhagen exchange	5.082
Avg. trades per day on Nasdaq Stockholm exchange	554
Avg. trades per day on Nasdaq Copenhagen exchange	175
Highest price paid between 2023-01-01 to 2023-12-31: (2023-11-07) BETCO (SEK)	299
Highest price paid between 2023-01-01 to 2023-12-31: (2023-12-27) BETCO DKK (DKK)	180
Lowest price paid between 2023-01-01 to 2023-12-31 : (2023-01-02) BETCO (SEK)	126.3
Lowest price paid between 2023-01-01 to 2023-12-31 (2023-11-17) BETCO DKK (DKK)	139.2
Share price change from closing 2022-12-30 to 2023-12-29 BETCO	101.6%
Share price change from closing 2022-12-30 to 2023-12-29 BETCO DKK	22.2%
OMX Large Cap list (OMXSLCGL) change from closing 2022-12-30 to 2023-12-31	16.4%

Shareholders:

Known shareholders December 2023	4.821
Change in number of known shareholders between 2023-01-01 to 2023-12-31: (3.669 -->4821)	31%
Top 10 largest shareholders %	62%

Source: Modular Finance AB. Data compiled from Euroclear, Morningstar, Finansinspektionen, Nasdaq

Top 10 largest shareholders as of December 31, 2023

Owners	Num. of shares	Capital and votes
Jesper Søgaard	10.671.179	19,27%
Christian Kirk Rasmussen	10.671.179	19,27%
Chr. Augustinus Fabrikker A/S	2.523.000	4.56%
Andra AP-fonden	2.170.724	3.92%
Danica Pension	1.804.353	3.26%
Tredje AP-fonden	1.480.092	2.67%
Teacher Retirement System of Texas	1.474.446	2.67%
Better Collective A/S	1.387.580	2.51%
Deka Investments	1.268.300	2.30%
Knutsson Holdings AB	1.090.000	1.98%
Top 10 largest shareholders	34.540.853	62.41%
Other shareholders	20.826.565	37.59%
Total number of shares	55.367.418	100%

Source: Modular Finance AB. Data compiled from Euroclear, Morningstar, Finansinspektionen, Nasdaq

Dividend policy

Better Collective has successfully executed an acquisition strategy since 2017, completing more than 30 acquisitions so far. The M&A-pipeline is strong with the opportunity to acquire large companies. Therefore, the company does not expect to pay dividends until further. The Board of Directors will revisit the capital structure of the Group annually and evaluate whether to pay dividends. The decision to pay dividends will be based on the company's financial position, investment needs, liquidity position as well as general economic and business conditions. If the Board of Directors finds it appropriate, dividend pay-out may be partially or wholly substituted by a share buy-back. Thus, the Board has proposed that no dividend is paid out for the financial year of 2023.

Individuals with insider position

Listed companies are required to record a logbook of individuals who are employed or contracted by the company and have access to insider information relating to the company. These can include insiders, but also other individuals who have obtained inside information. Better Collective records a logbook for each financial report or regulatory release containing information that could affect the share price.

Investor relations

Better Collective shall provide correct, relevant, and clear information to all its shareholders, the capital market, society, and the media, at the same time. Information that is deemed to be inside information shall be published so that it reaches the public in a quick, non-discriminatory manner. All important events that could influence the value of Better Collective shall be communicated as soon as possible, that is in direct connection with the decision being taken, the election taking place or the event becoming known to Better Collective. The Better Collective website, www.bettercollective.com, contains relevant material for shareholders, including the current share price, press regulatory releases, and general information about the company. Better Collective maintains a quiet period of 30 days prior to the publication of interim financial reports. During this period, representatives of the Group do not meet with financial media, analysts or investors.

Analysts covering Better Collective

ABG Sundal Collier

Oscar Rönnkvist
oscar.Ronnkvist@abgsc.se

Cantor Fitzgerald

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Jefferies

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Redeye

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Contact

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