

Better Collective

Information Policy

Information policy for Better Collective A/S

1. Introduction

1.1 Purpose

1.1.1 This information policy for Better Collective A/S, CVR-Nr. 27652913 ("**Better Collective**") and its subsidiaries (together the "**Better Collective Group**") has been adopted by Better Collective's Board of Directors in light of the disclosure requirements that Nasdaq Copenhagen and Nasdaq Stockholm provide.

1.1.2 This policy aims to ensure a proper and good quality of the Better Collective Group's information, both externally and internally, mainly focused on securing compliance with applicable laws, ordinances and other regulations for listed companies in Denmark including but not limited to the Market Abuse Regulation¹, the Danish Capital Markets Act, the Nordic Main Market Rulebook for Issuers of Shares and relevant supplements (the "**Rule Book**") and the Danish Recommendations on Corporate Governance (the "**Recommendations**"). This policy also represents Better Collective's information policy in accordance with clause 2.15.3(b) of the Rule Book.

1.2 Main principles

1.2.1 The Better Collective Group shall provide correct, relevant, and clear information to all its shareholders, the capital market, the 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 the Better Collective Group shall be communicated as soon as possible, i.e. in direct connection with the decision being taken, the election taking place or the event becoming known to the Better Collective Group.

1.2.2 All communication activities within the Better Collective Group shall be in accordance with this policy. In the event of special situations, such as a crisis or if a leak occurs, all communication shall be strictly centralised and led by the CEO of Better Collective or the person to whom the CEO has delegated responsibility. All information disclosure that is not strictly local shall be based on the roles and responsibilities outlined below.

2. Investor relations

2.1 Purpose

2.1.1 The purpose of nurturing relations with the capital market – investor relations – is to ensure a fair valuation of Better Collective. The Better Collective Group's communication should instil confidence in Better Collective and its development among investors, minimise the risk of spreading rumours and speculations.

2.2 Responsibilities and authorization

2.2.1 Better Collective's CEO is ultimately responsible for execution and compliance when it comes to communicating with the capital market, and the Chair of Better Collective's Board of Directors deals with general owner-related matters.

2.2.2 By reasons of the many rules and regulations in this area, only Better Collective's CEO and CFO may answer questions about Better Collective's financial position and future prospects. In certain cases, these persons may appoint a spokesperson who, for a

¹ Regulation (EU) No 596/2014 of the European Parliament and of the Council of 16 April 2014 on market abuse ("market abuse regulation") and repealing Directive 2003/6/EC of the European Parliament and of the Council and Commission Directives 2003/124/EC, 2003/125/EC and 2004/72/EC.

limited time, may speak regarding particular events and comment on Better Collective's development.

2.3 Disclosure rules

- 2.3.1 The disclosure rules for listed companies are primarily following from the Market Abuse Regulation that is supplemented by the Rule Book and the Recommendations. Below is a summary of the main points in the above-mentioned rules. For complete rules and further information, see the Rule Book, which contains both the rules and further guidance.

2.4 Disclosure of inside information (General Clause)

- 2.4.1 Within Better Collective, the CEO is responsible for determining which information constitutes inside information.

2.5 Correct and relevant information, timing of disclosure, and methodology

- 2.5.1 Information disclosed by the Better Collective Group shall be correct, relevant, and clear, and must not be misleading.
- 2.5.2 Disclosure of inside information shall – except when the conditions set out in Clause 2.6 are fulfilled – be made as soon as possible.
- 2.5.3 Information shall be disclosed so that it is promptly and in a non-discriminatory manner available to the public. The information shall also be submitted to the Exchange, in the manner instructed by the Exchange, no later than simultaneously with the disclosure of information and be made accessible thereafter on Better Collective's website.

2.6 Delayed disclosure

- 2.6.1 Decision on delayed disclosure is made by the chairman of the Board of Directors or the CEO after consulting at least one other board member and the CFO.

2.7 Regular Disclosure Requirements

- 2.7.1 Better Collective shall prepare and disclose all financial reports pursuant to accounting legislation and the Rulebook.
- 2.7.2 The annual financial statement release shall be so comprehensive that the final annual report does not contain any new inside information. If inside information is included in the annual report, the information must be disclosed before the annual report is made public.
- 2.7.3 The annual financial statement release and interim reports/statements shall be disclosed within two months of the end of the reporting period. Interim reports/statements shall state whether or not Better Collective's auditors have conducted a review.

3. Procedures for disclosure of information

3.1 Analyst meetings, other presentations and capital market days

- 3.1.1 Better Collective aims to hold capital market days and other presentations for analysts and the media.

3.2 Quiet period

- 3.2.1 The Better Collective Group applies a quiet month before publication of an interim report. During the quiet period, no meetings are carried out with the media, investors, analysts or other players on the capital market.

3.3 Attitude towards the content of external analyses

- 3.3.1 The Better Collective Group does not comment on the content of analyses carried out by others, except to correct any factual errors.

3.4 Financial reports

- 3.4.1 Annual financial statements, interim reports and the annual report shall be published through press releases.

3.5 Annual General Meeting

- 3.5.1 An annual general meeting shall be held in accordance with The Articles of Association. The notice to attend shall be made available on Better Collective's website. The entire notice to attend the annual general meeting shall be published through a press release and made available on Better Collective's website. The Danish Companies Act and the Rule Book each include rules on what a notice to attend an annual general meeting should contain.

3.6 Website and website updates

- 3.6.1 Better Collective's website shall have a press release archive where all disclosed information must be available for at least five years. All financial reports shall also be provided and stored on Better Collective's website for at least ten years after the date of publication.
- 3.6.2 According to the Danish Companies Act and the Recommendations, the website shall contain additional information and documentation ahead of an annual general meeting (including a notice to attend the annual general meeting, proposed decisions, various reports and statements, and template power of attorney).

Adopted by the board on 21 May 2025