



BETTER
COLLECTIVE

CVR. 27652913



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Share buyback program (September 10 - September 16, 2025)

On August 27, 2025, Better Collective A/S initiated a share buyback program for up to 20 mEUR, to be executed from August 27, 2025 to March 4, 2026.

Regulatory Release no. 41/2025

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
10 September	20,369	119.8439	2,441,100	Nasdaq Stockholm
11 September	20,314	117.2984	2,382,800	Nasdaq Stockholm
12 September	33,000	115.3505	3,806,567	Nasdaq Stockholm
15 September	18,000	116.4894	2,096,809	Nasdaq Stockholm
16 September	20,000	116.2523	2,325,046	Nasdaq Stockholm

Accumulated under the program following the above purchases:	299,892		35,945,218	
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Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above purchases, Better Collective owns 2,076,240 treasury shares, representing approximately 3.4% of the Company's outstanding share capital. Better Collective's total share capital amounts to nominally 619,588.70 EUR, consisting of 61,958,870 shares valued at 0.01 EUR each. Purchases totaling approximately 16,730,000 EUR are still pending completion under the program.

About Better Collective

Better Collective owns leading digital sport media, sports betting media and esports communities, with a vision to become the leading digital sports media group. We are on a mission to excite sports fans through engaging content and foster passionate communities worldwide. Better Collective's House of Brands includes; [HLTV](#), [FUTBIN](#), [Betarades](#), [AceOdds](#), [Wettbasis](#), [Action Network](#), [Playmaker HQ](#), [VegasInsider](#), [The Nation Network](#), and [Bolavip](#). The company is headquartered in Copenhagen, Denmark, and dual listed on Nasdaq Stockholm (BETCO) and Nasdaq Copenhagen (BETCO DKK). To learn more about Better Collective please visit bettercollective.com.

Contact

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Attachments

[Share buyback program \(September 10 - September 16, 2025\)](#)