



BETTER
COLLECTIVE

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Initiation of share buyback program of up to an additional 20 mEUR

Better Collective A/S (“Better Collective” or the “Company”) initiates a share buyback program for up to an additional 20 mEUR, to be executed from August 27, 2025, to March 4, 2026. The purpose of the buyback program is to (i) potentially optimize and improve the capital structure of the Company by reducing the capital, (ii) cover share delivery obligations relating to long-term incentive (LTI) programs, and (iii) cover future obligations of the Company relating to acquisitions. The share buyback program will be undertaken on the terms set out below.

Regulatory release no. 38/2025

The buyback program is being initiated under the authorization of the shareholders at the Annual General Meeting held on April 22, 2025, to acquire up to 6,195,887 shares of nominally EUR 0.01 each of the Company’s share capital until the Annual General Meeting in 2025. Under this authorization, the Company completed a 10 mEUR share buyback on August 26, 2025.

So far in 2025, Better Collective has repurchased 978,362 shares in the first buy-back program and 807,900 shares in the second program, equal to approximately 2.9% of the company’s 61,958,870 shares outstanding. Including the newly initiated 20 mEUR program, and based on the current share price, this corresponds to a total of approximately 6% of shares outstanding. Furthermore, at the Annual General Meeting earlier in 2025, the company cancelled 1.8% of its share capital.

The Company has appointed Nordea Bank Abp (“Nordea”) as the lead manager of the buyback program. Under the agreement with Nordea, Nordea will purchase shares on behalf of the Company and make its trading decisions independently of and without influence from the Company.

The buyback program is subject to the following terms:

- The purpose of the buyback program is to (i) potentially optimize and improve the capital structure of the Company by reducing the capital, (ii) cover share delivery obligations relating to long-term incentive (LTI) programs, and (iii) cover future obligations of the Company relating to acquisitions.
- Shares shall be acquired on Nasdaq Copenhagen and / or Nasdaq Stockholm in compliance with the Nordic Main Market Rulebook for Issuers of Shares.

- The total purchases of own shares will be limited to a total market value of up to 20 mEUR or equivalent in DKK or SEK.
- Execution of the buyback will take place from August 27, 2025, to March 4, 2025, but it may close before if shares for 20 mEUR (or the equivalent in DKK or SEK) have been purchased prior to the end date.
- Payment for the shares will be made in cash.

The buy-back program is being initiated pursuant to the authorization granted by the shareholders at the annual general meeting held on April 22, 2025 to acquire up to 6,195,887 shares of nominally EUR 0.01 each of the Company's share capital until the annual general meeting in 2026. Under this authorization, the Company has already acquired 807,900 treasury shares in connection with the share buy-back program that was completed on August 26, 2025, cf. regulatory release no. 37/2025.

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

Investor Relations

Mikkel Munch Jacobsgaard
Investor@bettercollective.com

Attachments

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