



BETTER
COLLECTIVE

CVR. 27652913



10 September 2025 12:00:00 CEST

Share buyback program (September 3 - September 9, 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. 40/2025

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
03 September	25,000	120.2053	3,005,133	Nasdaq Stockholm
04 September	19,847	121.2625	2,406,697	Nasdaq Stockholm
05 September	18,500	122.7115	2,270,163	Nasdaq Stockholm
08 September	19,644	121.4920	2,386,589	Nasdaq Stockholm
09 September	20,000	120.6518	2,413,036	Nasdaq Stockholm

Accumulated under the program following the above purchases:	188,209		22,892,897	
--	---------	--	------------	--

Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above purchases, Better Collective owns 1,964,557 treasury shares, representing approximately 3.2% 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 17,920,000 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

Investor Relations

Mikkel Munch Jacobsgaard
Investor@bettercollective.com

Attachments

[Share buyback program \(September 3 - September 9, 2025\)](#)