



BETTER
COLLECTIVE

CVR. 27652913



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Share buyback program (October 22 - October 28, 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. 49/2025

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
22 October	20,000	123.4218	2,468,436	Nasdaq Stockholm
23 October	20,000	122.4000	2,448,000	Nasdaq Stockholm
24 October	20,000	125.0000	2,500,000	Nasdaq Stockholm
27 October	17,500	121.1000	2,119,250	Nasdaq Stockholm
28 October	17,000	120.0000	2,040,000	Nasdaq Stockholm

Accumulated under the program following the above purchases:	909,472		110,203,872	
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Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above purchases, Better Collective owns 2,685,820 treasury shares, representing approximately 4.3% 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 9,979,000 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

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Attachments

[Share buyback program \(October 22 - October 28, 2025\)](#)