



12 August 2026 12:00:00 CEST

Share buyback program (August 5 - August 11, 2026)

On March 05, 2026, Better Collective A/S initiated a share buyback program for up to 40 mEUR, to be executed from March 05, 2026, to March 03, 2027.

Regulatory Release no. 74/2026

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
5 August	18,844	121.5470	2,290,432	Nasdaq Stockholm Nasdaq Copenhagen
6 August	17,466	120.2377	2,100,072	Nasdaq Stockholm Nasdaq Copenhagen
7 August	14,918	120.5854	1,798,893	Nasdaq Stockholm Nasdaq Copenhagen
10 August	14,918	121.3636	1,810,502	Nasdaq Stockholm Nasdaq Copenhagen
11 August	6,768	120.0539	812,525	Nasdaq Stockholm Nasdaq Copenhagen
Accumulated under the program following the above purchases:	1,189,301		154,760,588	

Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above transactions and the completed share cancellation, Better Collective holds 1,640,750 treasury shares, corresponding to approximately 2.79% of the Company's outstanding share capital. The Company's total share capital now amounts to nominally 587,548.50 EUR, divided into 58,754,850 shares with a nominal value of 0.01 EUR each, following the capital reduction. Under the current share buyback programme, purchases of approximately 25,806,000 EUR are still pending completion.

Accumulated totals in this release were adjusted to correct an error in the August 4 share repurchase volume.

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](#), [AceOdds](#), [Action Network](#), [Playmaker HQ](#), [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 \(August 5 - August 11, 2026\)](#)