



10 January 2023 08:00:00 CET

## Better Collective – Share buyback program

On November 22, 2022 Better Collective A/S (“the Company”) initiated a share buyback program for up to 5 mEUR, to be executed during the period from November 22, 2022 to February 20, 2023.

Regulatory Release no. 03/2023

Reference is made to the regulatory release no. 41 “Better Collective initiates share buyback program to cover future payments relating to acquisitions and LTI programs” published on November 21, 2022.

The following transactions have been executed under the program during the period from January 3, 2023 to January 9, 2023:

Date	Number of shares	Average weighted purchase price (SEK per share)	Amount (SEK)
3/1/2023	10,491	134.6651	1,412,772
4/1/2023	9,938	137.3786	1,365,269
5/1/2023	8,091	139.0352	1,124,934
9/1/2023	9,089	138.9774	1,263,166
Accumulated under the program following above purchases:	301,860		42,174,288

Following the above purchases, Better Collective A/S holds 688,945 treasury shares corresponding to 1.25% of the outstanding share capital of the Company.

Purchases for an amount of up to EUR 1,271,913 (SEK 13,575,712) remain to be executed under the program.

### Contact

#### Investor Relations

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## About Better Collective

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With a vision to become the world's leading digital sports media group, **Better Collective** own and operate international, as well as local, sports communities and media that aim to make sports entertainment more sustainably engaging and fun. Via its online media and other related services, the Group provides prime quality content, data insights, betting tips and educational tools for enthusiastic sports fans of the world. Headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO), Better Collective's impressive portfolio includes; **VegasInsider.com**, **HLTV.org**, **FUTBIN.com**, **bettingexpert.com** and **Action Network**. To learn more about Better Collective please visit [bettercollective.com](https://bettercollective.com)

*This information is information that Better Collective is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2023-01-10 08:00 CET.*

## Attachments

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**Better Collective – Share buyback program**  
**BETCO Compiled 2023 01 09**