



BETTER
COLLECTIVE

CVR. 27652913



21 January 2026 12:00:00 CET

Share buyback program (January 14 - January 20, 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. 3/2026

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
14 January	9,000	112.7840	1,015,056	Nasdaq Stockholm
15 January	9,000	113.4853	1,021,368	Nasdaq Stockholm
16 January	9,000	112.7000	1,014,300	Nasdaq Stockholm
19 January	10,000	109.6668	1,096,668	Nasdaq Stockholm
20 January	10,000	107.4416	1,074,416	Nasdaq Stockholm

Accumulated under the program following the above purchases:	1,600,672		187,922,175	
--	-----------	--	-------------	--

Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above purchases, Better Collective owns 3,377,020 treasury shares, representing approximately 5.45% of the Company's outstanding share capital. At the Extraordinary General Meeting held on January 9, 2026, shareholders approved the cancellation of treasury shares corresponding to approximately 5.17% of the Company's share capital, with the cancellation expected to be executed in February 2026. 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 2,862,000 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 (January 14 - January 20, 2025)