



BETTER
COLLECTIVE

CVR. 27652913



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Share buyback program (November 05 - November 11, 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. 51/2025

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
05 November	13,500	112.0898	1,513,212	Nasdaq Stockholm
06 November	13,500	112.2372	1,515,202	Nasdaq Stockholm
07 November	14,000	110.7309	1,550,233	Nasdaq Stockholm
10 November	14,000	110.6250	1,548,750	Nasdaq Stockholm
11 November	14,000	110.4000	1,545,600	Nasdaq Stockholm

Accumulated under the program following the above purchases:	1,032,672		124,296,024	
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Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above purchases, Better Collective owns 2,809,020 treasury shares, representing approximately 4.5% 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 8,693,000 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 \(November 05 - November 11, 2025\)](#)