



01 July 2024 08:01:00 CEST

Better Collective – Share buyback program

On 24 June 2024 Better Collective A/S (“the Company”) initiated a share buyback program for up to 20 mEUR, to be executed during the period from 24 June 2024 to 5 September 2024.

Regulatory release 29/2024

Reference is made to the regulatory release no. 28/2024 “Initiation of share buy-back program of up to 20 mEUR” published on 24 June 2024. The following transactions have so far been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
24 June 2024	15,000	224.325	3,364,875	Nasdaq Stockholm
25 June 2024	17,500	224.3898	3,926,821	Nasdaq Stockholm
26 June 2024	17,500	225.8131	3,951,729	Nasdaq Stockholm
27 June 2024	10,900	224.2797	2,444,648	Nasdaq Stockholm
28 June 2024	10,000	224.2797	2,242,797	Nasdaq Stockholm

Accumulated under the program following above purchases:	70,900		15,930,870	
--	--------	--	------------	--

The above transactions have been conducted by ABG Sundal Colliar on behalf of the Company. Following the above purchases, Better Collective A/S holds 70,900 treasury shares corresponding to approx. 0.01 % of the outstanding share capital of the Company. The total share capital of the Company amounts to nominally EUR 629,407.05 made up of 62,970,405 shares of EUR 0.01 each. Purchases for an amount of up to approx. EUR 18,597,621 remain to be executed under the program.

About Better Collective

Better Collective owns global and national sport media, 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 portfolio of digital sports media brands includes; **HLTV**, **FUTBIN**, **Betarades**, **Soccernews**, **Tipsbladet**, **SvenskaFans**, **Action Network**, **Playmaker HQ**, **VegasInsider**, **Bolavip** and **Redgol**. 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

[Better Collective – Share buyback program](#)