



26 August 2024 08:53:00 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.

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 |
|-----------|------------------|--|--------------|------------------|
| 19 August | 8,724 | 243.6346 | 2,125,468 | Nasdaq Stockholm |
| 20 August | 11,275 | 243.4634 | 2,745,049 | Nasdaq Stockholm |
| 21 August | 9,772 | 239.8666 | 2,343,976 | Nasdaq Stockholm |
| 22 August | 11,734 | 223.8563 | 2,626,730 | Nasdaq Stockholm |
| 23 August | 6,046 | 230.5981 | 1,394,196 | Nasdaq Stockholm |

| | | | | |
|--|---------|--|------------|--|
| Accumulated under the program following above purchases: | 429,545 | | 99,722,804 | |
|--|---------|--|------------|--|

The above transactions have been conducted by ABG Sundal Collier on behalf of the Company. Following the above purchases, Better Collective A/S holds 429,545 treasury shares corresponding to approx. 0.7% of the outstanding share capital of the company. The total share capital of the company amounts to nominally EUR 629,537.92 made up of 62,953,792 shares of EUR 0.01 each. Purchases for an amount of up to approx. EUR 11,266,000 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.

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