



28 July 2023 08:00:00 CEST

Better Collective – Share buyback program

On July 6, 2023 Better Collective A/S (“the Company”) initiated a share buyback program for up to 10 mEUR, to be executed during the period from July 7, 2023 to August 21, 2023.

Regulatory Release no. 35/2023

Reference is made to the regulatory release no. 32 “Better Collective initiates share buyback program” published on July 6, 2023.

The following transactions have been executed under the program during the period from July 21, 2023 to July 27, 2023:

Date	Number of shares	Average weighted purchase price (SEK per share)	Amount (SEK)
21/7/2023	4,449	227.9628	1,014,206
24/7/2023	4,654	232.8597	1,083,729
25/7/2023	4,841	230.8477	1,117,534
26/7/2023	4,790	226.2502	1,083,738
27/7/2023	4,149	226.9532	941,629
Accumulated under the program following above purchases:	69,810		15,804,102

Following the above purchases, Better Collective A/S holds 1,246,814 treasury shares corresponding to 2.26% of the outstanding share capital of the Company. **Purchases for an amount of up to EUR 8,636,655 (SEK 103,290,898) remain to be executed under the program.**

Contact

Investor Relations

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About Better Collective

With a vision to become the leading digital sports media group, **Better Collective** owns and operates international and local sport communities and media that aim to make sports entertainment sustainably engaging and fun. Through its online media, the Group provides prime quality content, data insights, betting tips and educational tools for enthusiastic sports fans all over the world. Headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO), Better Collective's portfolio includes; **Action Network**, **VegasInsider.com**, **HLTV.org**, **FUTBIN.com**, Betarades.gr and **bettingexpert.com**. To learn more about Better Collective please visit 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 2023-07-28 08:00 CEST.

Attachments

**Better Collective – Share buyback program
BETCO Compiled 2023 07 27 Sheet1**