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## Better Collective – Share buyback program

On 21 May 2024 Better Collective A/S (“the Company”) initiated a share buyback program for up to 2.4 mEUR, to be executed during the period from 22 May 2024 to 3 July 2024.

Regulatory release 24/2024

Reference is made to the regulatory release no. 22/2024 “Initiation of Share Buy-Back program of up to 2.4 mEUR related to AceOdds acquisition” published on 21 May 2021. The following transactions have so far been executed under the program:

Date	Number of shares	Average weighted purchase price (DKK per share)	Amount (DKK)	Trading venue
22 May 2024	4,960	167.7032	831,808	Nasdaq Copenhagen
23 May 2024	10,000	160.8895	1,608,895	Nasdaq Copenhagen
24 May 2024	11,000	157.5979	1,733,577	Nasdaq Copenhagen
27 May 2024	13,000	161.9504	2,105,355	Nasdaq Copenhagen
28 May 2024	15,000	163.0861	2,446,292	Nasdaq Copenhagen

Accumulated under the program following above purchases:	53,960		8,725,927	
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The above transactions have been conducted by ABG Sundal Colliar on behalf of the Company. Following the above purchases, Better Collective A/S holds 53,960 treasury shares corresponding to approx. 0.09 % of the outstanding share capital of the Company. The total share capital of the Company amounts to nominally EUR 628,995.05 made up of 62,899,505 shares of EUR 0.01 each. Purchases for an amount of up to approx. EUR 1,231,000 remain to be executed under the program.

The share buy-back program is not made under or in reliance on the exemption in article 5(1) of the Regulation (EU) no. 596/2014 (also referred to as the “Market Abuse Regulation”) or the Commission Delegated Regulation (EU) 2016/1052 (also referred to as the “Safe Harbour Regulation”).

### About Better Collective

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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](http://bettercollective.com).

### Contact

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#### Investor Relations

Mikkel Munch Jacobsgaard  
Investor@bettercollective.com

### Attachments

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### [Better Collective – Share buyback program](#)