



BETTER
COLLECTIVE

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Share buyback program (September 9 - September 15, 2026)

On March 05, 2026, Better Collective A/S initiated a share buyback program for up to 40 mEUR, to be executed from March 05, 2026, to March 03, 2027.

Regulatory Release no. 83/2026

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
9 September	2,000	118.4000	236,800	Nasdaq Stockholm
10 September	10,900	119.9670	1,307,640	Nasdaq Stockholm
11 September	6,726	118.5621	797,449	Nasdaq Stockholm
14 September	10,900	119.4994	1,302,543	Nasdaq Stockholm
15 September	10,902	119.0152	1,297,504	Nasdaq Stockholm

Total 9 Sep - 15 Sep	41,428	119.2898	4,941,936	
Bought from J. Søgaard Holding ApS, 15 September*	11,814	119.2898	1,409,289	Nasdaq Copenhagen
Bought from Chr. Dam Holding ApS, 15 September*	11,814	119.2898	1,409,289	Nasdaq Copenhagen
Accumulated under the program following above purchases:	1,526,339		194,826,867	

Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above transactions and the completed share cancellation, Better Collective holds 1,977,788 treasury shares, corresponding to approximately 3.37% of the Company's outstanding share capital. The Company's total share capital now amounts to nominally 587,548.50 EUR, divided into 58,754,850 shares with a nominal value of 0.01 EUR each, following the capital reduction. Under the current share buyback programme, purchases of approximately 22,206,000 EUR are still pending completion.

*) According to separate agreements as presented in regulatory release no. 21/2026, J. Søgaard Holding ApS and Chr. Dam Holding ApS participates on a pro rata basis in 30 million euros of the 40 million euros share buy-back programme.

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](#), [AceOdds](#), [Action Network](#), [Playmaker HQ](#), [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.

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Attachments

[Share buyback program \(September 9 - September 15, 2026\)](#)
[20260916 Reporting Of Transactions Made By Persons Discharging Managerial Responsibilities And Persons Closely Associated With Them In Better Collective A S' Shares](#)