



BETTER
COLLECTIVE

CVR. 27652913



24 September 2025 12:00:00 CEST

Share buyback program (September 17 - September 23, 2025)

On August 27, 2025, Better Collective A/S initiated a share buyback program for up to 20 mEUR, to be executed from August 27, 2025 to March 4, 2026.

Regulatory Release no. 42/2025

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
17 September	20,000	117.4849	2,349,698	Nasdaq Stockholm
18 September	28,198	118.5725	3,343,507	Nasdaq Stockholm
19 September	25,000	118.1782	2,954,455	Nasdaq Stockholm
22 September	20,000	126.4149	2,528,298	Nasdaq Stockholm
23 September	11,226	123.3571	1,384,807	Nasdaq Stockholm

Accumulated under the program following the above purchases:	404,316		48,505,984	
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Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above purchases, Better Collective owns 2,180,664 treasury shares, representing approximately 3.5% of the Company's outstanding share capital. Better Collective's total share capital amounts to nominally 619,588.70 EUR, consisting of 61,958,870 shares valued at 0.01 EUR each. Purchases totaling approximately 15,590,000 EUR are still pending completion under the program.

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

Contact

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Attachments

[Share buyback program \(September 17 - September 23, 2025\)](#)