



25 March 2026 12:00:00 CET

Share buyback program (March 18 - March 24, 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 3, 2027.

Regulatory Release no. 22/2026

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
18 March	10,000	144.6141	1,446,141	Nasdaq Stockholm
19 March	10,000	144.0229	1,440,229	Nasdaq Stockholm
20 March	10,000	143.8323	1,438,323	Nasdaq Stockholm
23 March	10,000	145.6886	1,456,886	Nasdaq Stockholm
24 March	10,000	146.2314	1,462,314	Nasdaq Stockholm
Accumulated under the program following the above purchases:	133,584		19,415,733	

Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above transactions and the completed share cancellation, Better Collective holds 585,033 treasury shares, corresponding to approximately 1.00% 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 38,192,000 EUR are still pending completion.

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.

Contacts

Investor Relations

Mikkel Munch Jacobsgaard
Investor@bettercollective.com

Media Relations

Morten Cullborg-Kalum
Press@bettercollective.com
+45 2349 1009

Attachments

[Share buyback program \(March 18 - March 24, 2026\)](#)