BETTER COLLECTIVE

CVR. 27652913

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# Share buyback program (September 2 - September 8, 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. 82/2026*

The following transactions have been executed under the program:

| Date | Number of shares | Average purchase price (SEK per share) | Amount (SEK) | Trading venue |
|---|---:|---:|---:|---:|
| 2 September | 10,900 | 116.5725 | 1,270,640 | Nasdaq Stockholm |
| 3 September | 10,900 | 119.4985 | 1,302,534 | Nasdaq Stockholm |
| 4 September | 10,900 | 119.2000 | 1,299,280 | Nasdaq Stockholm |
| 7 September | 2,000 | 117.1944 | 234,389 | Nasdaq Stockholm |
| 8 September | 10,900 | 118.1761 | 1,288,119 | Nasdaq Stockholm |

| | | | | |
|---|---|---|---|---|
| **Total 2 Sep - 8 Sep** | **45,600** | **118.3106** | **5,394,962** | |
| Bought from J. Søgaard Holding ApS, 8 September* | 13,004 | 118.3106 | 1,538,511 | Nasdaq Copenhagen |
| Bought from Chr. Dam Holding ApS, 8 September* | 13,004 | 118.3106 | 1,538,511 | Nasdaq Copenhagen |
| **Accumulated under the program following above purchases:** | **1,461,283** | | **187,066,352** | |

Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above transactions and the completed share cancellation, Better Collective holds 1,912,732 treasury shares, corresponding to approximately 3.26% 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 22,894,000 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.

Accumulated totals in this release were adjusted to correct an error in the August 17 share repurchase amount (value).

**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**.

**Contact**

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**Attachments**

**Share buyback program (September 2 - September 8, 2026)**
**20260909 Reporting Of Transactions Made By Persons Discharging Managerial Responsibilities And Persons Closely Associated With Them In Better Collective A S' Shares**