



27 May 2026 12:34:00 CEST

Share buyback program (May 20 - May 26, 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. 45/2026

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
20 May	10,992	137.3223	1,509,447	Nasdaq Stockholm Nasdaq Copenhagen
21 May	10,992	129.1106	1,419,184	Nasdaq Stockholm Nasdaq Copenhagen
22 May	10,992	118.9544	1,307,547	Nasdaq Stockholm Nasdaq Copenhagen
26 May	10,992	119.6170	1,314,830	Nasdaq Stockholm Nasdaq Copenhagen
Accumulated under the program following the above purchases:	580,879		80,826,891	

Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above transactions and the completed share cancellation, Better Collective holds 1,032,326 treasury shares, corresponding to approximately 1.76% 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 32,531,000 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.

Contact

Investor Relations

Mikkel Munch Jacobsgaard
Investor@bettercollective.com

Attachments

[Share buyback program \(May 20 - May 26, 2026\)](#)