



BETTER
COLLECTIVE

CVR. 27652913



16 July 2025 12:00:00 CEST

Better Collective - Share buyback program

On 22 May 2025, Better Collective A/S initiated a share buyback program for up to 10 mEUR, to be executed from 22 May 2025 to 26 August 2025.

Regulatory Release no. 29/2025

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
09 July	12,000	137.5537	1,650,644	Nasdaq Stockholm
10 July	10,500	138.2702	1,451,837	Nasdaq Stockholm
11 July	10,500	138.0365	1,449,383	Nasdaq Stockholm
15 July	2,915	136.6843	398,435	Nasdaq Stockholm
16 July	9,209	139.5806	1,285,398	Nasdaq Stockholm
Accumulated under the program following the above purchases:	501,633		65,665,505	

Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above purchases, Better Collective owns 1,470,081 treasury shares, representing approximately 2.4% 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 4,042,000 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

Investor Relations

Mikkel Munch Jacobsgaard
Investor@bettercollective.com

Attachments

[Better Collective - Share buyback program](#)