



BETTER
COLLECTIVE

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Share buyback program (September 23 - September 29, 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. 86/2026

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
23 September	14,000	109.0000	1,526,000	Nasdaq Stockholm
24 September	14,000	108.3935	1,517,509	Nasdaq Stockholm
25 September	14,000	107.0238	1,498,333	Nasdaq Stockholm
Total 23 Sep - 29 Sep	42,000	108.1391	4,541,842	
Bought from J. Søgaard Holding ApS, 29 September*	11,977	108.1391	1,295,182	Nasdaq Copenhagen
Bought from Chr. Dam Holding ApS, 29 September*	11,977	108.1391	1,295,182	Nasdaq Copenhagen

Accumulated under the program following above purchases:	1,671,755		211,287,226	
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Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above transactions and the completed share cancellation, Better Collective holds 2,123,204 treasury shares, corresponding to approximately 3.61% 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.

*) 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.

Following the above transactions, and as announced in regulatory release no. 85/2026, the share buyback program has been suspended with immediate effect due to regulatory uncertainty in Brazil.

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.

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Attachments

[Share buyback program \(September 23 - September 29, 2026\)](#)
[20260930 Reporting Of Transactions Made By Persons Discharging Managerial Responsibilities And Persons Closely Associated With Them In Better Collective A S' Shares](#)