



BETTER  
COLLECTIVE

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## Initiation of share buyback program of up to 40 mEUR

Better Collective initiates a new share buyback program for up to 40 mEUR, to be executed from March 5, 2026, to March 3, 2027. The share buyback program will be undertaken on the terms set out below.

Regulatory release no. 16/2026

The new share buyback program is being initiated pursuant to the current authorization to acquire treasury shares as set out in Article 4.2 of Better Collective's articles of association. As the current authorization to acquire treasury shares will expire at the annual general meeting to be held on March 24, 2026, the share buyback program's continuation after March 24, 2026, is subject to the necessary authorizations being adopted at the annual general meeting on March 24, 2026.

The Company has appointed Nordea Bank Abp ("Nordea") as lead manager of the share buyback program. Under the agreement with Nordea, Nordea will purchase shares on behalf of the Company and will make its trading decisions independently of, and without influence by, the Company.

**The share buyback program is subject to the following terms:**

- The purpose of the program is to (i) cover future obligations of the Company relating to acquisitions, (ii) cover share delivery obligations relating to long-term incentive (LTI) programs, and (iii) potentially optimizing and improving the capital structure of the Company by reducing the capital.
- Acquisition of shares shall take place on Nasdaq Copenhagen and/or on Nasdaq Stockholm in compliance with the Nordic Main Market Rulebook for Issuers of Shares.
- The total purchases of own shares will be limited to a total market value of up to 40 million EUR or the equivalent thereof in DKK or SEK.
- The maximum number of shares that can be bought under the program cannot exceed 10% of the Company's total outstanding share capital.
- During the program, no shares will be purchased at a price exceeding the higher of i) the price of the latest independent trade and ii) the highest current independent bid on the trading venue where the purchase is carried out.

- Execution of the program will take place from March 5, 2026 to and including March 3, 2027 (subject to the necessary authorisation being adopted by the annual general meeting to be held on March 24, 2026) but may close before in the event that shares for an amount of 40 million EUR (or the equivalent in DKK or SEK) have been purchased prior to the end date.
- Payment for the shares will be made in cash.
- The Company reserves the right to amend, terminate, or suspend the share buyback program at any time in its discretion.

The Company's current holding of treasury shares amounts to 451,449 shares, corresponding to 0.77% of the Company's total outstanding share capital.

## About Better Collective

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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](https://bettercollective.com).

## Contacts

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## Attachments

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