



BETTER  
COLLECTIVE

CVR. 27652913



24 March 2026 17:40:00 CET

## Amendment of share buyback program

With reference to Better Collective A/S' ("Better Collective" or the "Company") regulatory release 16/2026, Better Collective has initiated a share buyback program for up to 40 mEUR, to be executed from March 5, 2026, to March 3, 2027. Better Collective now announces certain amendments to the share buyback program to facilitate the pro rata participation by the Company's two largest shareholders.

*Regulatory release no. 21/2026*

The share buyback program was initiated pursuant to the authorization to acquire treasury shares as set out in article 4.2 of the Company's articles of association which was renewed by the annual general meeting held today on March 24, 2026.

Following the annual general meeting, Better Collective's Board of Directors has today resolved to implement certain amendments to the share buyback program to facilitate the pro rata participation by the Company's two largest shareholders, J. Søgaaard Holding ApS and Chr. Dam Holding ApS (the holding companies of Co-Founders and Co-CEOs Jesper Søgaaard and Christian Kirk Rasmussen, respectively). Accordingly, J. Søgaaard Holding ApS and Chr. Dam Holding ApS will sell shares in Better Collective to the Company via Nordea Bank Abp ("Nordea") as lead manager of the share buyback program on a pro rata basis (based on their respective ownership share in Better Collective). J. Søgaaard Holding ApS and Chr. Dam Holding ApS' pro rata participation shall cease on the earlier of (i) when the Company has acquired treasury shares for 30 mEUR under the share buyback program, or (ii) upon the share buyback program's termination.

The Company has appointed 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.

Following the amendments, the share buyback program is hereafter 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 (except for off-market acquisitions of shares from the pro rata participating shareholders).
- 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 (subject to customary pricing mechanisms for shares purchased from the pro rata participating shareholders).
- Execution of the program will take place from March 5, 2026 to and including March 3, 2027 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.

As per Regulatory Release no. 19/2026 from March 18, 2026, the Company's holding of treasury shares amounts to 535,033 shares, corresponding to approximately 0.91% of the Company's total outstanding share capital.

In connection with the amended share buyback program and their indirect pro rata participation, Jesper Søgård and Christian Kirk Rasmussen state:

*"We have decided to participate on a strict pro rata basis at our 36.3 percent ownership in 30 million euros of the 40 million euros share buyback program, equating to around 10.9 million euros. As treasury shares carry no voting rights and the program is intended to reduce the share capital, our relative voting rights in Better Collective are expected to increase upon full execution. Our participation is solely for personal liquidity purposes and should not be interpreted as any change in our confidence in Better Collective's strategy, execution, or long-term value creation potential."*

## 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](https://bettercollective.com).

## Contacts

---

### Investor Relations

Mikkel Munch Jacobsgaard  
Investor@bettercollective.com

### Media Relations

Morten Cullborg-Kalum  
Press@bettercollective.com  
+45 2349 1009

## Attachments

---

[Amendment of share buyback program](#)