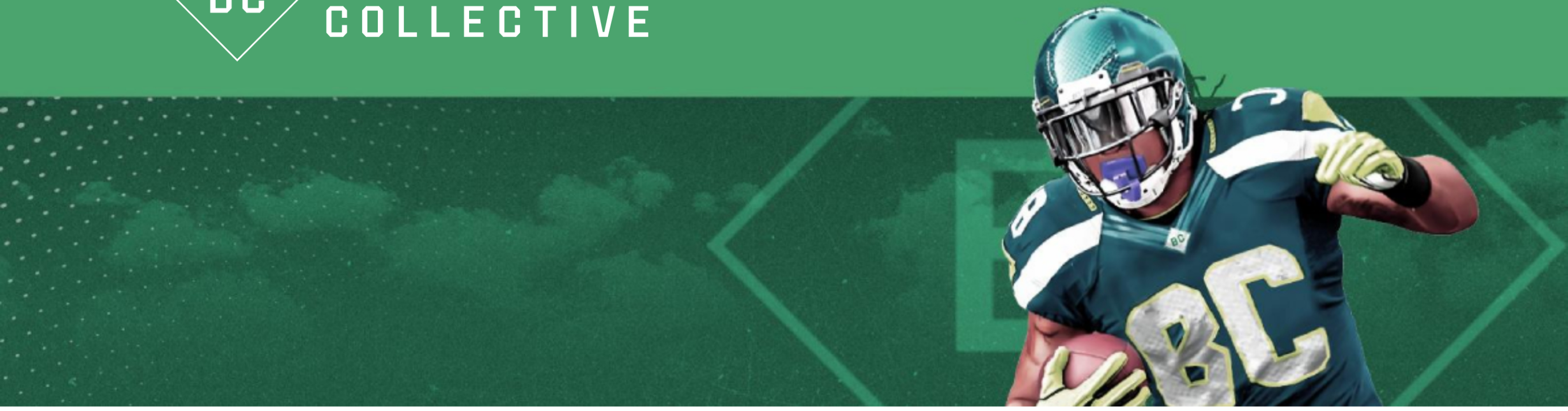
BETTER COLLECTIVE

CVR. 27652913



06 September 2022 08:00:00 CEST

Better Collective – Share buyback program

On August 29, 2022 Better Collective A/S (“the Company”) initiated a share buyback program for up to 5 mEUR, to be executed during the period from August 30, 2022 to October 28, 2022.

Regulatory Release no. 28/2022

Reference is made to the regulatory release no. 27 “*Better Collective initiates share buyback program to cover future payments relating to completed acquisitions and LTI programs*” published on August 29, 2022.

The following transactions have been executed under the program during the period from August 30, 2022 to September 5, 2022:

Date	Number of shares	Average weighted purchase price (SEK per share)	Amount (SEK)
30/8/2022	7,320	140.5907	1,029,124
31/8/2022	5,006	145.2853	727,298
1/9/2022	8,808	144.9239	1,276,490
2/9/2022	8,375	144.0774	1,206,648
5/9/2022	3,109	139.7309	434,423
Accumulated under the program following above purchases:	32,618		4,673,983

Following the above purchases, Better Collective A/S holds 33,558 treasury shares corresponding to 0.06% of the outstanding share capital of the Company.

Purchases for an amount of up to EUR 4,565,320 (SEK 49,079,517) remain to be executed under the program.

Contact

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About Better Collective

Better Collective is a digital sports media group providing platforms that empower and enhance the betting experience for sports fans and iGamers. Aiming to make sports entertainment more engaging and fun, Better Collective offers a range of editorial content, bookmaker information, data insights, betting tips, iGaming communities and educational tools. Its portfolio of platforms include **bettingexpert.com**, **VegasInsider.com**, **HLTV.org** and **Action Network**. Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at **bettercollective.com**.

This information is information that Better Collective is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-09-06 08:00 CEST.