BETTER COLLECTIVE

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# Initiation of Share Buy-Back program of up to 2.4 mEUR related to AceOdds acquisition

**Better Collective A/S (“Better Collective” or the “Company”) initiates a share buy-back program for up to 2.4 mEUR, to be executed during the period from 22 May 2024 to 3 July 2024. The purpose of the buy-back program is to cover share delivery obligations relating to the acquisition of AceOdds announced in regulatory release 20/2024. The share buy-back program will be undertaken on the terms set out below.**

Regulatory release 22/2024

The buy-back program is being initiated pursuant to the authorization granted by the shareholders at the annual general meeting held on 22 April 2024 to acquire up to 6,289,950 shares of nominally EUR 0.01 each of the Company’s share capital until the annual general meeting in 2025.

The Company has appointed ABG Sundal Collier (“ABGSC”) as lead manager of the buy-back program. Under the agreement with ABGSC, ABGSC will purchase shares on behalf of the Company and will make its trading decisions independently of, and without influence by, the Company.

The buy-back program is subject to the following terms:

- The purpose of the program is to cover share delivery obligations relating to the acquisition of AceOdds announced in regulatory release 20/2024.
- 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 2.4 mEUR.
- The maximum number of shares that can be bought under the program is 6,289,950 shares of nominally EUR 0.01 each.
- Execution of the buy-back will take place from 22 May 2024 to 3 July 2024.
- Payment for the shares will be made in cash.

The share buy-back program is not made under or in reliance on the exemption in article 5(1) of the Regulation (EU) no. 596/2014 (also referred to as the "Market Abuse Regulation") or the Commission Delegated Regulation (EU) 2016/1052 (also referred to as the "Safe Harbour Regulation").

**About Better Collective**

Better Collective owns global and national sport media, 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 portfolio of digital sports media brands includes; **HLTV**, **FUTBIN**, **Betarades**, **Soccernews**, **Tipsbladet**, **SvenskaFans**, **Action Network**, **Playmaker HQ**, **VegasInsider**, **Bolavip** and **Redgol**. 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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*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 2024-05-21 17:44 CEST.*