



BETTER
COLLECTIVE

CVR. 27652913



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Better Collective – Share buyback program

On 24 June 2024 Better Collective A/S (“the Company”) initiated a share buyback program for up to 20 mEUR, to be executed during the period from 24 June 2024 to 5 September 2024.

Regulatory release 32/2024

Reference is made to the regulatory release no. 28/2024 “Initiation of share buy-back program of up to 20 mEUR” published on 24 June 2024. The following transactions have so far been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
15 July 2024	11,005	240.7567	2,649,528	Nasdaq Stockholm
16 July 2024	17,500	235.7789	4,126,131	Nasdaq Stockholm
17 July 2024	12,000	235.9683	2,831,620	Nasdaq Stockholm
18 July 2024	17,000	238.2944	4,051,005	Nasdaq Stockholm
19 July 2024	17,600	234.8881	3,993,098	Nasdaq Stockholm

Accumulated under the program following above purchases:	234,990		53,724,338	
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The above transactions have been conducted by ABG Sundal Colliar on behalf of the Company.

Following the above purchases, Better Collective A/S holds 234,990 treasury shares corresponding to approx. 0.4% of the outstanding share capital of the company.

The total share capital of the company amounts to nominally EUR 629,537.92 made up of 62,953,792 shares of EUR 0.01 each. Purchases for an amount of up to approx. EUR 15,275,709 remain to be executed under the program.

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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