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COLLECTIVE

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Initiation of share buy-back program of up to 10 mEUR

Better Collective A/S initiates a share buy-back program for up to 10 million EUR, to be executed during the period from 20 February 2025 to and including 16 April 2025. The purpose of the buy-back program is to (i) potentially optimizing and improving the capital structure of the Company by reducing the capital, (ii) cover share delivery obligations relating to long-term incentive (LTI) programs, and (iii) cover future obligations of the Company relating to acquisitions. The share buy-back program will be undertaken on the terms set out below.

Regulatory release 3/2025

The Company has appointed Nordea Bank Abp ("Nordea") as lead manager of the buy-back 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 buy-back program is subject to the following terms:

- The purpose of the buy-back program is to (i) potentially optimizing and improving the capital structure of the Company by reducing the capital, (ii) cover share delivery obligations relating to long-term incentive (LTI) programs, and (iii) cover future obligations of the Company relating to acquisitions.
- 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 10 million EUR or the equivalent thereof in DKK or SEK.
- The maximum number of shares that can be bought under the program is 5,069,762 shares of nominally EUR 0.01 each.
- Execution of the buy-back will take place from 20 February 2025 to and including 16 April 2025 but may close before in the event that shares for an amount of 10 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 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. Under this authorization, the Company has already acquired 102,431 treasury shares in connection with the share buy-back program that completed on 7 June 2024, cf. regulatory release no. 26/2024 and 1,117,757 treasury shares in connection with the share buy-back program that completed on 27 November 2024, cf. regulatory release no. 60/2024.

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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