



BETTER  
COLLECTIVE

CVR. 27652913



05 March 2025 12:00:00 CET

## Better Collective – Share buyback program

On 20 February 2024, Better Collective A/S initiated a share buyback program for up to 10 mEUR, to be executed from 20 February 2025 to 16 April 2025.

Regulatory Release no. 06/2025

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
26 February	14,511	114.9200	1,667,611	Nasdaq Stockholm
27 February	29,599	113.0900	3,347,413	Nasdaq Stockholm
28 February	30,189	110.4300	3,333,868	Nasdaq Stockholm
03 March	31,392	114.5900	3,597,084	Nasdaq Stockholm
04 March	31,975	112.5300	3,598,070	Nasdaq Stockholm

Accumulated under the program following the above purchases:	241,246		27,380,103	
--	---------	--	------------	--

Nordea carried out the transactions mentioned above on behalf of Better Collective. After these purchases, Better Collective owns 1,359,003 treasury shares, which represents about 2.2% of the Company's outstanding share capital. Better Collective's total share capital amounts to nominally 630,766.27 EUR, consisting of 63,076,627 shares valued at 0.01 EUR each. Purchases totaling approximately EUR 7,618,000 are still to be completed 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](https://bettercollective.com).

## Contacts

---

### Investor Relations

Mikkel Munch Jacobsgaard  
Investor@bettercollective.com

### Media Relations

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