



BETTER
COLLECTIVE

CVR. 27652913



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Better Collective – Share buyback program

On 20 February 2025, 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. 13/2025

The following transactions have been executed under the program:

| Date | Number of shares | Average purchase price (SEK per share) | Amount (SEK) | Trading venue |
|--|------------------|--|--------------|------------------|
| 26 March | 22,686 | 116.8398 | 2,650,628 | Nasdaq Stockholm |
| 27 March | 23,113 | 111.9541 | 2,587,595 | Nasdaq Stockholm |
| 28 March | 23,026 | 113.3490 | 2,609,974 | Nasdaq Stockholm |
| 31 March | 22,443 | 111.2852 | 2,497,574 | Nasdaq Stockholm |
| 01 April | 22,076 | 114.3685 | 2,524,799 | Nasdaq Stockholm |
| Accumulated under the program following the above purchases: | 778,190 | | 89,418,949 | |

Nordea carried out the transactions mentioned above on behalf of Better Collective. After these purchases, Better Collective owns 1,895,947 treasury shares, which represents about 3.0% 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 1,711,000 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.

Contacts

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