



BETTER
COLLECTIVE

CVR. 27652913



22 April 2025 13:33:00 CEST

Better Collective – Share buyback program completed

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. As 16 April 2025 was the last trading date in the program, the buyback program is hereby complete.

Regulatory Release no. 16/2025

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
16 April	10,500	120.2468	1,262,591	Nasdaq Stockholm
Accumulated under the program following the above purchases:	978,362		111,507,047	

Nordea carried out the transactions mentioned above on behalf of Better Collective. After these purchases, Better Collective owns 2,096,119 treasury shares, which represent about 3.3% 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. As 16 April 2025 was the last trading date in the program, the buyback program is hereby complete.

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

Investor Relations

Mikkel Munch Jacobsgaard
Investor@bettercollective.com

Media Relations

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