



BETTER  
COLLECTIVE

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## Initiation of share buyback program of up to an additional 10 mEUR

Better Collective A/S (“Better Collective” or the “Company”) initiates a share buyback program for up to an additional 10 mEUR, to be executed from May 22, 2025, to August 26, 2025. The purpose of the buyback program is to (i) potentially optimize and improve 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 buyback program will be undertaken on the terms set out below.

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The buyback program is being initiated under the authorization of the shareholders at the Annual General Meeting held on April 22, 2025, to acquire up to 6,195,887 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 not acquired any shares so far.

The Company has appointed Nordea Bank Abp (“Nordea”) as the lead manager of the buyback program. Under the agreement with Nordea, Nordea will purchase shares on behalf of the Company and make its trading decisions independently of and without influence from the Company.

**The buyback program is subject to the following terms:**

- The purpose of the buyback program is to (i) potentially optimize and improve 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.
- Shares shall be acquired on Nasdaq Copenhagen and / or 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 mEUR or equivalent in DKK or SEK.
- The maximum number of shares that can be bought under the program is 6,195,887 of nominally EUR 0.01 each.
- Execution of the buyback will take place from May 22, 2025, to August 26, 2025, but it may close before if shares for 10 mEUR (or the equivalent in DKK or SEK) have been purchased prior to the end date.

- Payment for the shares will be made in cash.

## About Better Collective

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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).

## Contact

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### Investor Relations

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