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Better Collective – Share buyback program

On 22 May 2025, Better Collective A/S initiated a share buyback program for up to 10 mEUR, to be executed from 22 May 2025 to 26 August 2025.

Regulatory Release no. 22/2025

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
22 May	17,000	129.6313	2,203,732	Nasdaq Stockholm
23 May	20,000	129.9788	2,599,576	Nasdaq Stockholm
26 May	20,000	128.0000	2,560,000	Nasdaq Stockholm
27 May	20,000	126.9536	2,539,072	Nasdaq Stockholm
Accumulated under the program following the above purchases:	**77,000**		**9,902,380**	

Nordea carried out the transactions mentioned above on behalf of Better Collective. On 26 May 2025, Better Collective cancelled 1,117,757 shares, reducing the share capital by 11,177.57 EUR as per regulatory release no. 21/2025. Following the above purchases, Better Collective owns 1,055,362 treasury shares, representing approximately 1.7% of the Company's outstanding share capital. Better Collective's total share capital amounts to nominally 619,588.70 EUR, consisting of 61,958,870 shares valued at 0.01 EUR each. Purchases totaling approximately 9,087,000 EUR are still pending completion 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**.

Contact

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