



BETTER  
COLLECTIVE

CVR. 27652913



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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. 28/2025

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
02 July	12,000	133.1892	1,598,270	Nasdaq Stockholm
03 July	14,000	134.6524	1,885,134	Nasdaq Stockholm
04 July	14,500	131.7168	1,909,894	Nasdaq Stockholm
07 July	14,000	133.9026	1,874,636	Nasdaq Stockholm
08 July	14,000	134.3878	1,881,429	Nasdaq Stockholm
Accumulated under the program following the above purchases:	456,509		59,429,808	

Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above purchases, Better Collective owns 1,424,957 treasury shares, representing approximately 2.3% 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 4,600,000 EUR are still pending completion under the program.

## About Better Collective

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Better Collective owns leading digital sport media, sports betting media and esports communities, 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 House of Brands includes; [HLTV](#), [FUTBIN](#), [Betarades](#), [AceOdds](#), [Wettbasis](#), [Action Network](#), [Playmaker HQ](#), [VegasInsider](#), [The Nation Network](#), and [Bolavip](#). 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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