



**BETTER
COLLECTIVE**

CVR. 27652913



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Share buyback program (July 15 - July 21, 2026)

On March 05, 2026, Better Collective A/S initiated a share buyback program for up to 40 mEUR, to be executed from March 05, 2026, to March 03, 2027.

Regulatory Release no. 66/2026

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
15 July	10,992	121.4600	1,336,627	Nasdaq Stockholm Nasdaq Copenhagen
16 July	10,992	121.5000	1,334,429	Nasdaq Stockholm Nasdaq Copenhagen
17 July	10,992	120.3400	1,326,107	Nasdaq Stockholm Nasdaq Copenhagen
20 July	10,992	122.8930	1,350,837	Nasdaq Stockholm Nasdaq Copenhagen
21 July	10,992	122.7290	1,349,036	Nasdaq Stockholm Nasdaq Copenhagen
Accumulated under the program following the above purchases:	998,575		131,406,682	

Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above transactions and the completed share cancellation, Better Collective holds 1,450,022 treasury shares, corresponding to approximately 2.47% of the Company's outstanding share capital. The Company's total share capital now amounts to nominally 587,548.50 EUR, divided into 58,754,850 shares with a nominal value of 0.01 EUR each, following the capital reduction. Under the current share buyback programme, purchases of approximately 27,929,000 EUR are still pending completion.

About Better Collective

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](#), [AceOdds](#), [Action Network](#), [Playmaker HQ](#), [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.

Contacts

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Attachments

[Share buyback program \(July 15 - July 21, 2026\)](#)