



BETTER
COLLECTIVE

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Share buyback program (August 19 - August 25, 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. 80/2026

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
19 August	7,000	117.1611	820,128	Nasdaq Stockholm
20 August	7,000	120.9143	846,400	Nasdaq Stockholm
21 August	7,000	120.5657	843,960	Nasdaq Stockholm
24 August	7,000	116.2728	813,910	Nasdaq Stockholm
25 August	10,100	117.8940	1,190,729	Nasdaq Stockholm

Total 19 Aug - 25 Aug	38,100	118.5073	4,515,127	
Bought from J. Søgaard Holding ApS, 25 August*	10,865	118.5073	1,287,581	Nasdaq Copenhagen
Bought from Chr. Dam Holding ApS, 25 August*	10,865	118.5073	1,287,581	Nasdaq Copenhagen
Accumulated under the program following above purchases:	1,304,091		168,405,878	

Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above transactions and the completed share cancellation, Better Collective holds 1,755,540 treasury shares, corresponding to approximately 2.99% 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 24,570,000 EUR are still pending completion.

*) According to separate agreements as presented in regulatory release no. 21/2026, J. Søgaard Holding ApS and Chr. Dam Holding ApS participates on a pro rata basis in 30 million euros of the 40 million euros share buy-back programme.

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.

Contact

Investor Relations

Mikkel Munch Jacobsgaard
Investor@bettercollective.com

Attachments

[Share buyback program \(August 19 - August 25, 2026\)](#)
[20260826 Reporting Of Transactions Made By Persons Discharging Managerial Responsibilities And Persons Closely Associated With Them In Better Collective A S' Shares](#)