



14 January 2026 12:00:00 CET

## Share buyback program (January 07 - January 13, 2025)

On August 27, 2025, Better Collective A/S initiated a share buyback program for up to 20 mEUR, to be executed from August 27, 2025 to March 4, 2026.

Regulatory Release no. 2/2026

The following transactions have been executed under the program:

Date	Number of shares	Average purchase price (SEK per share)	Amount (SEK)	Trading venue
07 January	9,000	111.7000	1,005,300	Nasdaq Stockholm
08 January	9,000	112.0002	1,008,002	Nasdaq Stockholm
09 January	9,000	113.3178	1,019,860	Nasdaq Stockholm
12 January	9,000	112.4796	1,012,316	Nasdaq Stockholm
13 January	9,000	111.9000	1,007,100	Nasdaq Stockholm

Accumulated under the program following the above purchases:	1,553,672	182,700,368	
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Nordea carried out the transactions mentioned above on behalf of Better Collective. Following the above purchases, Better Collective owns 3,330,020 treasury shares, representing approximately 5.37% 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 3,350,000 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](#).

#### Contact

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##### Investor Relations

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#### Attachments

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[Share buyback program \(January 07 - January 13, 2025\)](#)