

Regulatory Release no. 4/2022
 January 12, 2022

Better Collective – Share buyback program completed

On December 8, 2021 Better Collective A/S (“the Company”) initiated a share buyback program for up to 10 mEUR, to be executed during the period from December 8, 2021 to February 24, 2022.

Reference is made to the regulatory release no. 38 “*Better Collective initiates share buyback program to cover future payments relating to completed acquisitions and incentive programs*” published on December 8, 2021.

The following transactions have been executed under the program during the period from January 7, 2021 to January 11, 2022:

Date	Number of shares	Average weighted purchase price (SEK per share)	Amount (SEK)
07/01/2022	20,000	192.2227	3,844,454.00
10/01/2022	20,000	181.9448	3,638,896.00
Accumulated under the program following above purchases:	532,482		99,834,933.44

Following the above purchases, Better Collective A/S holds 133,063 treasury shares corresponding to 0.24% of the outstanding share capital of the Company.

The share buyback program is hereby completed.

Enquiries regarding this announcement should be addressed to

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This information is such information as Better Collective A/S is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above on January 12, 2022 at 6.00 p.m. CET.

About Better Collective

[Better Collective](https://www.bettercollective.com) is a global sports betting media group providing platforms that empower and enhance the betting experience for sports fans and iGamers. Aiming to make betting and gambling more entertaining, transparent and



fair, Better Collective offers a range of editorial content, bookmaker information, data insights, betting tips, iGaming communities and educational tools. Its portfolio of platforms include bettingexpert.com, VegasInsider.com, HLTV.org and [Action Network](https://ActionNetwork.com). Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at bettercollective.com.