

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

| OMB APPROVAL | |
|--|-----------|
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

| | | | | | |
|--|---------|---|--|--|--|
| 1. Name and Address of Reporting Person * Word John M III | | 2. Issuer Name and Ticker or Trading Symbol Better Choice Co Inc. [BTTR] | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) | |
| (Last) | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 12/03/2021 | | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person |
| 12400 RACE TRACK ROAD | | | 4. If Amendment, Date Original Filed (Month/Day/Year) | | |
| (Street) TAMPA, FL 33626 | | | (City) (State) (Zip) | | |

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|---------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Common Stock | 12/03/2021 | | P | | 25,000 | A | \$ 3.13 | 3,232,614 | D | |
| Common Stock | | | | | | | | 14,335 | I | Spouse |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number. SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------|---|----------------------------|--|--|--|--|
| | | | | Code | V | | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | | |
| Stock Options - Right to Buy | \$ 7.74 | | | | | | (U) 01/08/2031 | Common Stock | 16,667.00 | | 16,667 | D | | |
| Stock Options - Right to Buy | \$ 5.00 | | | | | | (U) 07/08/2031 | Common Stock | 20,000.00 | | 20,000 | D | | |
| Purchase Warrants - Right to Buy | \$ 25.50 | | | | | | 11/04/2019 06/30/2030 | Common Stock | 917.00 | | 917 | D | | |
| Purchase Warrants - Right to Buy | \$ 10.92 | | | | | | 12/19/2019 06/30/2030 | Common Stock | 812,500.00 | | 812,500 | D | | |
| Purchase Warrants - Right to Buy | \$ 7.50 | | | | | | 06/24/2020 06/30/2030 | Common Stock | 83,334.00 | | 83,334 | D | | |
| Purchase Warrants - Right to Buy | \$ 6.30 | | | | | | 07/20/2020 06/30/2030 | Common Stock | 50,000.00 | | 50,000 | D | | |

| | | | | | | | | | | | | | | | |
|----------------------------------|---------|--|--|--|--|--|--|------------|------------|--------------|--------------|--|-----------|---|--------|
| Purchase Warrants - Right to Buy | \$ 4.50 | | | | | | | 10/01/2020 | 10/01/2026 | Common Stock | 1,666,667.00 | | 1,666,667 | D | |
| Purchase Warrants - Right to Buy | \$ 4.50 | | | | | | | 10/01/2020 | 10/01/2026 | Common Stock | 4,334.00 | | 4,334 | I | Spouse |
| Purchase Warrants - Right to Buy | \$ 7.50 | | | | | | | 01/22/2021 | 01/22/2027 | Common Stock | 83,334.00 | | 83,334 | D | |
| Purchase Warrants - Right to Buy | \$ 7.50 | | | | | | | 01/22/2021 | 01/22/2027 | Common Stock | 4,167.00 | | 4,167 | I | Spouse |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| Word John M III 12400 RACE TRACK ROAD TAMPA, FL 33626 | X | X | | |

Signatures

| | | |
|---|--|------------|
| Becky Pickett, Attorney-in-Fact for John M Word III | | 12/06/2021 |
|  Signature of Reporting Person | | Date |

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Options exercisable according to the vesting terms in the related option agreements.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.