

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person * <u>Word John M III</u> (Last) (First) (Middle) <u>12400 RACE TRACK ROAD</u> (Street) <u>TAMPA FL 33626</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Better Choice Co Inc. [BTTR]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)	
	3. Date of Earliest Transaction (Month/Day/Year) <u>01/04/2023</u>		
	4. If Amendment, Date of Original Filed (Month/Day/Year)		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

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	01/04/2023		A		178,572 ⁽¹⁾	A	\$0.56	3,454,855	D	
Common Stock								14,335	I	Spouse

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 Securities Underlying Derivative Security (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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Purchase Warrants - Right to Buy	\$25.5							11/04/2019	06/30/2030	Common Stock	917		917	D	
Purchase Warrants - Right to Buy	\$10.92							12/19/2019	06/30/2030	Common Stock	812,500		812,500	D	
Purchase Warrants - Right to Buy	\$7.5							06/24/2020	06/30/2030	Common Stock	83,334		83,334	D	
Purchase Warrants - Right to Buy	\$6.3							07/20/2020	06/30/2030	Common Stock	50,000		50,000	D	
Purchase Warrants - Right to Buy	\$4.5							10/01/2020	10/01/2026	Common Stock	1,666,667		1,666,667	D	
Purchase Warrants - Right to Buy	\$4.5							10/01/2020	10/01/2026	Common Stock	4,334		4,334	I	Spouse
Purchase Warrants - Right to Buy	\$7.5							01/22/2021	01/22/2027	Common Stock	83,334		83,334	D	
Purchase Warrants - Right to Buy	\$7.5							01/22/2021	01/22/2027	Common Stock	4,167		4,167	I	Spouse
Stock Options - Right to Buy	\$7.74							(2)	01/08/2031	Common Stock	16,667		16,667	D	
Stock Options - Right to Buy	\$5							(2)	07/08/2031	Common Stock	20,000		20,000	D	

Explanation of Responses:

- 1. Annual restricted stock grant under the Company's Amended and Restated 2019 Plan for board service with no vesting conditions.
- 2. Options exercisable according to the vesting terms in the related option agreement.

Remarks:

Becky Pickett, Attorney-in-Fact for John M Word III 01/05/2023

** Signature of Reporting Person Date

* 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).

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

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