

OMB APPROVAL	
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**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

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

1. Name and Address of Reporting Person * <u>Cook Sharla A</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) Director 10% Owner Officer (give title below) Other (specify below)  X CFO
	3. Date of Earliest Transaction (Month/Day/Year) <u>01/11/2023</u>	
		6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person 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	01/11/2023		A		40,000 <sup>(1)</sup>	A	\$0	46,502	D	

**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					
Purchase Warrants - Right to Buy	\$4.5							10/23/2020	10/23/2026	Common Stock	3,334	3,334	D	
Stock Options - Right to Buy	\$3.6							(2)	04/13/2030	Common Stock	33,334	33,334	D	
Stock Options - Right to Buy	\$7.74							(2)	01/08/2031	Common Stock	16,667	16,667	D	
Stock Options - Right to Buy	\$8.82							(2)	03/03/2031	Common Stock	25,000	25,000	D	
Stock Options - Right to Buy	\$5							(2)	07/08/2031	Common Stock	33,333	33,333	D	
Stock Options - Right to Buy	\$5							(2)	08/19/2031	Common Stock	15,000	15,000	D	
Stock Options - Right to Buy	\$2.29							(2)	02/01/2032	Common Stock	50,000	50,000	D	

**Explanation of Responses:**

- Issued Restricted Stock Award in lieu of cash bonus for 2022 performance. The Restricted Stock Award was awarded pursuant to the Company's Amended and Restated 2019 Plan with a one year cliff vesting condition.
- Options exercisable according to the vesting terms in the related option agreement.

**Remarks:**

Becky Pickett, Attorney-in-Fact 01/13/2023  
for Sharla A Cook  
 \*\* Signature of Reporting Person Date

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

\* 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.

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 Number.