

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Estimated average burden
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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

1. Name and Address of Reporting Person * <u>Young Donald</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> 3. Date of Earliest Transaction (Month/Day/Year) <u>01/11/2023</u> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title below) Other (specify below) <u>Chief Sales Officer</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
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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 ⁽¹⁾		A		20,000 ⁽²⁾	A	\$0	590,601	D	
Common Stock								2,000	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	\$7.5							01/22/2021	01/22/2027	Common Stock	10,000		10,000	D	
Stock Options - Right to Buy	\$7.62							06/30/2022	01/01/2031	Common Stock	83,334		83,334	D	
Stock Options - Right to Buy	\$8.82							(3)	03/03/2031	Common Stock	91,667		91,667	D	
Stock Options - Right to Buy	\$5							(3)	07/08/2031	Common Stock	33,333		33,333	D	
Stock Options - Right to Buy	\$5							(3)	08/19/2031	Common Stock	15,000		15,000	D	
Stock Options - Right to Buy	\$2.29							(3)	02/01/2032	Common Stock	75,000		75,000	D	

Explanation of Responses:

1. Transaction reported late due to administrative delay.
2. 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.
3. Options exercisable according to the vesting terms in the related option agreement.

Remarks:

Becky Pickett, Attorney-in-Fact
for Donald Young
01/19/2023
** 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.