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Acenta Group launches Sport of Padel 2.0

Acenta Group AB (“Acenta Group” or the “Company”) hereby announces the launch of Sport of Padel 2.0, an updated version of the Company’s e-commerce platform. The platform has been given a new design and structure, while the product range and commercial positioning have been revised. The core focus is shifting from outlet sales towards a premium offering for both B2C and B2B customers.

Sport of Padel (www.sportofpadel.com) is Acenta Group’s e-commerce platform for padel products. The updated platform forms part of the Company’s ongoing development of its e-commerce operations and is intended to strengthen Acenta Group’s position in the international padel market.

As part of the relaunch, the product range has been renewed with a clearer focus on premium products from established padel brands. The Company has also strengthened its relationships with several leading brands within the sport. Acenta Group expects the updated platform and broader international positioning to contribute to increased traffic and sales over time.

“Sport of Padel 2.0 represents a further step in the development of our e-commerce operations. With a new design, a renewed product range and a clearer premium positioning, we have created a stronger platform for serving both B2C and B2B customers in international markets. Our focus is now on gradually increasing traffic and sales through the platform,” says Håkan Tollefsen, CEO of Acenta Group AB.

Sport of Padel 2.0 is launched today, 4 September 2026. During the opening weekend, the Company will present the platform in connection with an Acenta Padel Tour event at Nordic Padel in Oslo.

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About Acenta Group AB – www.acenta.group

Acenta Group is building the global sport-tech platform for padel, connecting businesses, players, clubs and fans through world-class courts, premium products, tournaments and digital community engagement. We are more than a padel company, we are a growing international ecosystem designed to make the sport more accessible, more connected and more engaging everywhere.

Acenta Group is listed on Nasdaq First North Growth Market under the ticker PADEL. Certified Adviser for Acenta Group is Mangold Fondkommission AB.

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