

Acenta Group enters funding partnership with GSM Finance for the UK market

Acenta Group AB (“Acenta Group” or the “Company”) today announces that it has entered into a three-year funding partnership agreement with UK-based asset finance company GSM Finance Ltd (“GSM Finance”). The agreement marks an important strengthening of Acenta Group’s operations in the UK market and aims to further enhance the Company’s customer offering by providing tailored financing solutions.

Under the partnership, Acenta Group will supply, deliver and install padel courts, while GSM Finance will act as the funding partner, structuring and managing leasing and finance solutions for end customers. The agreement, which is non-exclusive and takes effect today, does not include any guaranteed order volumes at this stage but is expected to strengthen Acenta Group’s market presence and revenue potential in the region. The partnership also enhances Acenta Group’s flexibility towards customers in the UK, building on its existing operational presence in the country.

The UK represents one of Europe’s most promising padel markets, with the number of courts expected to grow from around 1,000 today to between 7,000 and 8,000 over the next six to ten years, with more than 1,000 new courts expected as early as 2026. Through this collaboration, Acenta Group and GSM Finance will offer a comprehensive financial and installation solution that lowers the investment threshold for schools, sports clubs, hotels and other organizations looking to establish padel facilities. By combining Acenta Group’s installation expertise with GSM Finance’s funding solutions, the partnership broadens Acenta Group’s offering and strengthens its competitive position in a rapidly expanding market. Acenta Group aims to position itself as a leading player in this rapidly growing market through strategic partnerships and localized financing solutions.



"We are delighted to partner with Acenta Group to bring structured funding solutions to the fast-growing UK padel market. Our experience in asset finance, combined with Acenta Group's market-leading courts and installation expertise, enables us to offer customers a complete and flexible package – from funding to finished facility", says Guy Symmons, founder of GSM Finance Ltd.

"This partnership marks another important step in Acenta Group's international expansion journey. GSM Finance's strong reputation and long-standing experience in the UK asset finance market make them an ideal partner as we establish our presence in one of Europe's most dynamic padel markets. Together, we can make padel more accessible to a wider customer base", says Håkan Tollefsen, CEO of Acenta Group AB.

About GSM Finance

GSM Finance Ltd is a UK-based independent asset finance company that provides tailored leasing, hire-purchase and funding solutions across multiple sectors, including construction, fitness, renewable energy and business investments. The company works with a broad network of lenders to deliver flexible funding structures that support sustainable growth and long-term customer relationships.

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This document is a translation of the original Swedish press release. In case of any discrepancies, the Swedish version shall prevail.

About Acenta Group AB – www.acenta.group

Acenta Group is an international sport-tech platform for padel – offering a comprehensive ecosystem that combines courts, products, tournaments, e-commerce, community, and digital services. By taking a holistic approach, the

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company contributes to the growth of the sport and makes padel more accessible, engaging, and professional for all stakeholders.

The operations include the purchase, sale, installation, and customization of padel courts, combined with ongoing service agreements that generate recurring revenue. Through its own brand Peliga (www.peliga.com) and the e-commerce platform Sport of Padel (www.sportofpadel.com), Acenta distributes products to consumers, businesses, clubs, and resellers – with a focus on functionality, design, and reliability.

Acenta Group is also developing a comprehensive digital solution for padel – a platform that integrates tournaments, bookings, ranking systems, e-commerce, offers, and community features in a single app. The platform is built with an open API to enable integrations with external systems and to support scalable and data-driven services for players, clubs, and commercial partners.

Acenta Group also organizes the international competition series Acenta Padel Tour (www.acentapadeltour.com), which, together with Team Acenta, serves as a dynamic platform for visibility, engagement, and product launches in the most relevant padel environments.

Acenta Group is listed on Nasdaq First North Growth Market under the ticker PADEL. Certified Adviser for Acenta Group is G&W Fondkommission.