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Acenta Group enters exclusive sales distribution agreement with NXPadel

Acenta Group AB (“Acenta Group” or the “Company”) today announces that it has entered into an exclusive sales distribution agreement with the Italian court manufacturer NXPadel S.r.l. (“NXPadel”). The partnership, which is initially signed for a 5-year term, grants Acenta Group exclusive rights to distribute and install NXPadel courts in the Nordics, United Kingdom, Ireland, Germany, and Poland. The agreement outlines a strategic rollout plan to install approximately 140 courts during 2025 and 2026, with further expansion planned thereafter.

The earlier launch of the Padel100 initiative in Ireland marks the starting point of this collaboration. This project will combine NXPadel’s groundbreaking fiberglass court technology with Acenta’s deep operational experience in emerging padel markets, showcasing a shared ambition to drive quality, innovation, and growth. The agreement also provides a framework for granting Acenta exclusivity in additional territories as the partnership expands, ensuring long-term strategic alignment as Acenta enters new markets.

Working in close coordination, the two companies aim to offer padel clubs and operators one of the most advanced and durable court solutions on the market – at highly competitive price points. Together, Acenta and NXPadel are committed to delivering a scalable, high-quality offering that meets the needs of both players and facility owners in a rapidly growing global sport.

“In our strategic roadmap, international expansion and infrastructure development go hand in hand. This partnership with NXPadel is a key enabler as we scale into new markets and build long-term value in the premium padel segment. With access to industry-leading technology and a flexible commercial model, we are well-positioned to deliver outstanding court experiences and accelerate our rollout of full-service padel destinations,” says Håkan Tollefsen, CEO of Acenta Group.

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"At NXPadel, we are thrilled to join forces with Acenta – not only to bring the Padel100 project forward in Ireland, but to spearhead the global promotion of shared values, innovation, and accessibility in padel. From our very first discussions, it was clear that Acenta shared our long-term vision and entrepreneurial drive. By combining our advanced court technology with Acenta's deep market insights and operational strength, we are creating a powerful platform to deliver state-of-the-art facilities to clubs, operators and communities worldwide. The Irish project is just the starting point. Together, we are laying the foundation for an ambitious rollout across Europe, the Americas and Asia – bringing world-class padel infrastructure to new markets and contributing to the sport's global evolution," says Nicola & Luca Ceresoli, founders of NXPadel.

The partnership aligns closely with Acenta Group's growth strategy and supports the Company's ambition to become a leading force in the growing international padel market.

For more information about NXPadel, please see: <https://www.nxpadel.com/en/>

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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 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

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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.acentapadel.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.