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## **Acenta Group launches Peliga Pro Padel Ball – designed for performance, durability and market growth**

**Acenta Group AB (“Acenta” or the “Company”) is pleased to announce the upcoming launch of the Peliga Pro Padel Ball, a premium-quality padel ball developed for both training and competition. With this launch, Acenta continues to strengthen its Peliga brand portfolio and broaden its offering of high-quality products for the global padel market.**

Following extensive testing with elite players from Denmark and Sweden, including evaluations across multiple ball variants and drills, the Peliga Pro Padel Ball has been fine-tuned to deliver an enhanced playing experience for all levels of the sport. Key features of the Peliga Pro Padel Ball include:

- **Enhanced quality:** A harder core construction provides superior control and precision.
- **Faster speed:** Designed to travel quicker across the court, enabling a more dynamic game.
- **Excellent durability:** Maintains performance over extended hours of play – ideal for both training sessions and tournament use.

Beyond product performance, padel balls represent one of the most essential and recurring products in the sport – comparable to “bread and butter” in the market. With the Peliga Pro Padel Ball, Acenta aims to differentiate itself with a premium-quality product and leverage its existing distribution power to secure a strong market position in this high-volume segment. The Company also plans to expand through new sales channels and partnerships to accelerate international rollout.

*“By combining quality with playability, we have created a ball that not only meets the demands of elite players but also enhances the game for recreational players. With the rapid international growth of padel, having a premium ball in our portfolio is a natural and important step. The Peliga Pro Padel Ball strengthens our market position and supports our long-term strategy of offering products that*

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*add real value to both the sport and our customers,”* says Håkan Tollefsen, CEO of Acenta Group.

The Peliga Pro Padel Ball will be introduced at selected clubs and through online channels in the near future. A broader international rollout is also being prepared, with distribution partners and resellers set to make the product available in key padel markets globally.

With the rapid international growth of padel, Acenta sees strong commercial potential for the Peliga Pro Padel Ball and expects it to contribute to the Company’s sales growth in both 2025 and beyond.

For more information about Peliga, please visit: [www.peliga.com](http://www.peliga.com)

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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](http://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 revenue. Through its own brand Peliga ([www.peliga.com](http://www.peliga.com)) and the e-commerce platform Sport of Padel ([www.sportofpadel.com](http://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](http://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.