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Acenta Group expands sales network with agent for Romania, Moldova and Bulgaria

Acenta Group AB (“Acenta Group”) announces that it has appointed Padel Palace SRL (“Padel Palace”) as its sales agent for the Romanian, Moldovan and Bulgarian markets. Padel Palace is an established player in the region with two own padel facilities and a well-developed network in the padel community. Padel Palace will work to establish the Peliga, Sport of Padel and Acenta Padel Tour brands in the region, and there is also considered to be an interesting growth of new padel facilities in the region with the need for associated padel courts.

The agreement with Padel Palace gives Acenta Group access to competent teams both of court installers and in marketing and sales. Padel Palace operates two own padel facilities, has a well-developed network in the padel community and has experience of having sold and installed about 30 courts, mainly in Romania and Moldova.

The agreement is another step for Acenta Group to expand into more new markets, which is in line with the company's ambition to become a more established international player.

“We are looking forward to starting the work of promoting Sport of Padel, Peliga and Acenta Padel Tour in the Romanian, Moldovan and Bulgarian markets. It is an exciting region where padel is on the rise. The region is expected to have a high growth rate and in the coming years it is estimated that around 1,000 padel courts will be built in the next 2 to 3 years. This region has strong ties to tennis and racket sports, so it is now incredibly important to be at the forefront and be able to offer solutions and expertise to take padel to the next level. With Scandinavian ownership and culture, it has therefore been natural for us to look to Scandinavia to find a strong international partner. Together with Acenta Group, Padel Palace will be able to be a competent and strong partner in court construction/facility development, coach training, equipment and counselling. This is based on regional networks and experiences, local knowledge and expertise, not least with the resources and expertise that Acenta Group brings to the collaboration.”

– Ciprian Jurubescu, Operation Manager and Thomas Martin Wiggen, Director, Padel Palace SRL.

“We are pleased to announce that Acenta Group has entered into this important agreement for us. This step not only marks our entry into a new and strategically important market, but also opens doors for further business opportunities in the sport of padel. With

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the growing popularity of padel in the region, we look forward to establishing our brand and expanding our presence through both sales, installation, service of courts and distribution of Peliga and with greater visibility of our Sport Of Padel and Acenta Padel Tour brands. We will be at the forefront of this market and we believe that this agreement will strengthen our position and contribute to our continued growth.” says Håkan Tollefsen, CEO of Acenta Group.

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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

Acenta Group is an international full-service player in the padel industry. An important part of the business includes the construction and customisation of padel courts together with ongoing service agreements that provide a stable revenue base. The business is complemented by the sale and distribution of products under the Peliga brand (www.peliga.com) in combination with the distribution and sale of complementary well-known brands. Distribution is mainly through the proprietary e-commerce platform Sport of Padel (www.sportofpadel.com). The company also organises the international competition series Acenta Padel Tour (www.acentapadel.com) which, together with Team Acenta, serves as a showcase for the products and services Acenta Group provides.

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

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