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## **Acenta Group expands exclusive distribution agreement with NXPadel to Australia, New Zealand and Oceania**

**Acenta Group AB (“Acenta Group” or the “Company”) hereby announces that Acenta Group, through its subsidiary Acenta Equity Partners AB, has expanded its exclusive distribution agreement with Italian padel court manufacturer NXPadel S.r.l. (“NXPadel”) to include Australia, New Zealand and Oceania. The expansion strengthens the partnership’s global footprint and supports Acenta Group’s continued international growth strategy within premium padel infrastructure.**

The expanded exclusivity is granted under the parties’ existing five-year distribution agreement, previously covering the Nordics, the United Kingdom, Ireland, Germany and Poland. The agreement includes a structure for allocating Acenta Group exclusivity in additional markets over time, in line with the partnership’s strategic rollout and geographic expansion.

Through the expanded agreement, Acenta Equity Partners AB will hold exclusive rights to distribute and install NXPadel courts in Australia, New Zealand and Oceania. By combining NXPadel’s fiberglass-based court technology with Acenta Group’s operational expertise in emerging padel markets, the partnership aims to provide a premium, scalable offering to clubs, operators and investors in regions where padel is accelerating rapidly.

*“The expansion of our exclusive distribution agreement with Acenta Group to include Australia, New Zealand and Oceania is not simply an extension of territories – it is a decisive move in the partnership’s global strategy. We are pushing our footprint well beyond Europe with a clear ambition: to set the benchmark for padel court quality, performance, and service in every market we enter. Acenta Group has already proven its ability to represent NXPadel at the highest level across seven countries, delivering excellence not only in product*



*“distribution but in project execution, technical expertise, and customer experience”, says Luca and Nicola Ceresoli, Founders of NXPadel S.r.l.*

*“In our strategic plan, international expansion and infrastructure development go hand in hand. Expanding our collaboration with NXPadel into Australia, New Zealand and Oceania is a natural next step in building long-term value within the premium segment, where padel continues to grow rapidly. Together, we are strengthening our global platform and creating the conditions to deliver world-class court projects in new growth markets”, says Carsten Johansen, Managing Director for Global Operations at Acenta Group AB.*

*“Securing exclusivity in Australia, New Zealand and Oceania is an important strategic step for Acenta Group. Australia represents an early-stage but rapidly emerging padel market, supported by high purchasing power, a strong racket-sport culture and growing demand for premium fitness concepts. With limited existing infrastructure and increasing interest from clubs, real estate developers and institutional operators, the region offers attractive conditions for scalable court deployment and long-term value creation. The agreement is also highly relevant in the context of the Brisbane 2032 Olympic Games, where padel could be included as part of the programme. More broadly, padel’s increasing institutional recognition is expected to further accelerate infrastructure demand”, says Håkan Tollefsen, CEO of Acenta Group AB.*

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

**For further information, please contact:**

Håkan Tollefsen, CEO  
E-mail: [ir@acentagroup](mailto:ir@acentagroup)  
Phone: +47 99050011

**About Acenta Group AB – [www.acenta.group](http://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.

**Acenta Group AB**  
**Banérgatan 42 115 26 Stockholm**  
**Organization number: 556884-9920**  
**Acenta.group**  
**info@acenta.group**