



Press release | Stockholm 2025-10-16

Acenta Group signs exclusive three-year agreement with Moss Padelsenter AS

Acenta Group AB (“Acenta Group” or the “Company”) today announces the signing of a three-year exclusive agreement with Moss Padelsenter AS, giving Acenta Group sole rights to distribute and showcase padel products from Sport of Padel at Moss Padelsenter’s facility in Moss, Norway. The agreement has an estimated annual value of approximately NOK 500,000 and carries significant long-term potential as part of the Company’s growing retail strategy. It also marks the launch of Acenta Group’s first Sport of Padel Retail store, introducing a new concept designed to support padel centers while elevating their profile as trusted hubs for premium padel equipment.

The Sport of Padel Retail concept allows padel centers to offer the latest and best padel products without upfront inventory costs, serving as a showroom where players can explore top brands such as Peliga, Kanso, Oxdog, Cuera, Head, Wear’N’Go, Respira and more. At the same time, participating centers strengthen their reputation as expert destinations for high-quality padel gear.

“Partnering with Moss Padelsenter AS to launch our first Sport of Padel Retail store is a milestone for Acenta. This innovative concept not only brings the very best padel products directly to players but also helps centers showcase their expertise and elevate their status within the padel community—without tying up capital in inventory”, says Carsten Johansen, Managing Director for Global Operations at Acenta Group.

This exclusive agreement reinforces Acenta Group’s commitment to growing the padel ecosystem globally and delivering premium products and experiences to players and centers alike.

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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 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.

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