



Press release | Stockholm 2026-01-26

## **Acenta Group signs exclusive partnership agent agreement for Australia, New Zealand and Oceania**

**Acenta Group AB (“Acenta Group”, “Acenta” or the “Company”) today announces that the Company, through its subsidiary Acenta Equity Partners AB, has signed a five-year exclusive partnership agent agreement with the Australian company Court Culture Pty Ltd (“Court Culture”) covering Australia, New Zealand and Oceania. The agreement grants Court Culture exclusive rights to represent and commercialise Acenta Group’s padel court offering, including resale and rent-to-buy models, as well as product distribution through Sport of Padel and Peliga, and the right to operate Acenta Padel Tour regionally. The agreement includes a long-term target for Court Culture to purchase and resell a minimum of 300 padel courts over the five-year period. Actual order volumes will depend on market development and customer demand.**

### **Scope of the partnership**

Under the agreement, Court Culture is granted exclusive rights to sell and resell Acenta padel courts within the territory, including through a rent-to-buy model. In addition, the partnership covers distribution and commercial development of Acenta’s product offering through Sport of Padel and Peliga, as well as the right to operate and manage Acenta Padel Tour regionally under a royalty structure.

The agreement includes a long-term commercial ambition for Court Culture to purchase and resell a minimum of 300 padel courts over a five-year period, underlining both the scale of the opportunity and the parties’ shared commitment to long-term growth in the region. Court Culture also holds an option to extend the agreement for an additional five-year term, subject to the achievement of mutually agreed performance milestones.

### **Commercial structure**

The partnership is structured to generate revenues across several parts of Acenta Group’s offering, including the sale and delivery of padel courts to Court Culture for resale and rent-to-buy programmes, product distribution through Sport of Padel and



Peliga, and royalty-based income linked to regional Acenta Padel Tour operations. Installation services will be delivered locally through Court Culture's project execution setup. The partnership also includes a framework to support rent-to-buy financing solutions in the region, including the joint sourcing of a suitable licensed finance provider.

### **Strategic platform in a high-potential region**

The agreement further strengthens Acenta Group's strategic platform in Australia, New Zealand and Oceania, following the Company's previously announced expansion of its exclusive NXPadel distribution and installation rights in the same region. Together, these initiatives support Acenta Group's ambition to build long-term infrastructure capacity and broaden its offering in high-potential growth markets.

*"This agreement is a major strategic step for Acenta Group and strengthens our ability to scale not only padel court infrastructure, but also our broader ecosystem across products and branded concepts – including Sport of Padel, Peliga and Acenta Padel Tour. By partnering with Court Culture, we combine Acenta Group's international infrastructure expertise with strong local market knowledge and execution capacity. We see exceptional long-term potential in the region and look forward to building long-term value together", says Håkan Tollefsen, CEO of Acenta Group AB.*

*"Australia, New Zealand and Oceania are markets where active lifestyle and participation are deeply rooted. Through our exclusive partnership with Acenta, we can provide a turnkey, one-stop solution that makes it easier for clubs, hotels, universities and schools to establish world-class padel facilities. At Court Culture, we design, build and operate sports and recreation concepts that transform venues and underused spaces into vibrant destinations for sport, wellness and community connection – and we believe this partnership will play an important role in accelerating padel's growth across the region", says Andrew Blake, Director at Court Culture Pty Ltd.*

### **About Court Culture**

Court Culture Pty Ltd is an Australia-based company focused on the development, marketing and operation of sport-related projects and concepts. Through local market presence and partnerships, Court Culture supports clubs, operators and investors in developing scalable offerings and commercial initiatives across Australia, New Zealand and Oceania. For more information, please visit <https://www.courtculture.com.au/>



**For further information, please contact:**

Håkan Tollefsen, CEO  
E-mail: [ir@acenta.group](mailto:ir@acenta.group)  
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.