ACENTA GROUP

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Acenta Group extends NXPadel distribution agreement to include Sri Lanka

Acenta Group AB ("Acenta Group" or the "Company") today announces that its exclusive distribution agreement with NXPadel has been extended to include Sri Lanka. The market will be developed through Acenta Group's existing partnership with Court Culture Pty Ltd ("Court Culture"), which will be responsible for local business development and market activities. Based on current business development activities, Court Culture currently estimates a potential opportunity of minimum 100 NXPadel courts in Sri Lanka over a five-year period. Actual volumes will depend on project development, customer demand and market conditions.

The addition of Sri Lanka represents an extension of the geographical scope of Acenta Group's existing collaboration with NXPadel and forms part of the Company's broader expansion strategy in the Asia-Pacific region.

The extension has been initiated following business development activities conducted by Court Culture, which is working with an Australian builder involved in hotel and resort developments in Sri Lanka. As part of these projects, padel facilities are being evaluated as part of broader active lifestyle concepts. The opportunity is supported by Sri Lanka's growing tourism sector and increasing interest in modern recreational and wellness-oriented facilities.

Through the existing partnership structure, Court Culture will support the introduction, promotion and potential supply of NXPadel courts in Sri Lanka, leveraging its regional presence and market development activities.

"*The extension is a natural result of the business development activities being carried out through our partnership with Court Culture. Sri Lanka represents an interesting market opportunity within the hospitality and resort segment, where padel is increasingly being considered as part of broader active lifestyle concepts. Court Culture is working with an Australian builder involved in the development of hotels and resorts in Sri Lanka, creating an opportunity to introduce NXPadel's court offering into the market through our existing partnership structure*", says Håkan Tollefsen, CEO of Acenta Group AB.

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

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

For further information, please contact:
Håkan Tollefsen, CEO
E-mail: ir@acenta.group
Phone: +47 99050011

About Acenta Group AB – 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.