ACENTA GROUP

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Acenta enters distribution agreement with SportAI across ten markets

Acenta Group AB ("Acenta Group" or the "Company") has entered into a distribution agreement with SportAI AS, a provider of AI-based video analysis for racket sports. The agreement expands Acenta's offering to padel clubs through subscription-based digital services and related installation opportunities.

The agreement covers Australia, Norway, Sweden, Denmark, the United Kingdom, Ireland, Germany, Switzerland, Türkiye and Singapore. Exclusivity applies to the padel court producer, supplier, distributor and installer channel. SportAI retains the right to sell directly and through other channels. Distribution in Australia and Singapore is subject to SportAI launching its services in those markets.

Acenta will promote SportAI's services, including match recording, automated highlights, AI-powered match analysis and SportAI Coach. SportAI contracts directly with customers, while Acenta earns commission on eligible paid subscriptions and may generate additional revenue from hardware and installation services. The agreement continues until terminated under its terms.

"We see significant potential in combining the physical padel infrastructure with technology and digital services that enhance the experience for clubs and players. SportAI represents an interesting addition to our offering, and through our international network we believe there is a strong opportunity to develop the platform across several markets," says Håkan Tollefsen, CEO of Acenta Group.

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"Acenta Group is building the courts where the padel boom is happening, which makes them an ideal partner for us. Together we can make streaming, highlights and analysis standard at padel clubs, and with SportAI Coach, players and coaches can keep improving long after the match ends. We're excited to grow with Acenta across these markets," says Lauren Pedersen, Co-Founder of SportAI.

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About SportAI AS – www.sportai.com

SportAI is a Norwegian-founded sports technology company focused on AI-powered video analysis for racket sports, including tennis, padel and pickleball. Its technology provides automated match and technique analysis for players, coaches and clubs. More information at sportai.com.

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.