

Press release | Stockholm 2025-06-24

Acenta Group acquires Padelappen's operations – Strengthening the foundation for the sport's most complete digital ecosystem

Acenta Group AB ("Acenta Group" or the "Company") announces today that it has signed an agreement to acquire the business operations of Padelappen Sweden AB ("Padelappen"). The acquisition marks a strategic milestone in Acenta's mission to build a fully integrated digital platform for the padel world – where everything from tournaments and community to e-commerce (www.sportofpadel.com) and content is brought together in one central hub. The total purchase price amounts to SEK 1.8 million and will be paid entirely through newly issued shares, divided into two tranches. The acquisition will be completed upon payment of the first tranche.

Padelappen is a well-established digital solution that enhances the experience for players, clubs, and event organizers. By integrating the technology into Acenta's existing ecosystem, the Company aims to create a seamless experience where players, enthusiasts, customers, and partners – both B2C and B2B – interact through one unified platform.

A digital platform for the entire padel value chain

The app has been downloaded over 18,400 times and is currently used by players, clubs, and event organizers. With features such as booking, ranking, tournament management, and integrations, the platform serves as a foundation for Acenta's continued digital expansion. A key component is the platform's open API, which allows external partners and systems to easily connect to Acenta's ecosystem and enable seamless integrations in the future.



Acenta Group's objective is to create a holistic experience for all aspects of the padel journey – where services, events, products, and community engagement are fully connected. This acquisition is a step forward in realizing that vision.

"With this acquisition, we are taking a major leap toward building the most comprehensive digital platform in the padel industry. By integrating Padelappen into our ecosystem, we not only unify commerce, tournaments, and community in one seamless experience – we also create a powerful engine for data-driven insights. The platform enables us to collect and analyze user behavior, purchasing patterns, and performance metrics, laying the groundwork for smart AI-powered services and hyper-personalized experiences. This is a key step in capitalizing on digitalization and reinforcing our position as a tech-driven force in the global padel market." – Håkan Tollefsen, CEO, Acenta Group.

"I'm incredibly proud that we, as the first matchmaking and community platform for padel in Europe, pioneered several features developed in close collaboration with our users – based entirely on their needs and feedback. The result was a highly appreciated platform that has successfully launched in twelve countries worldwide. We've been patient despite prior acquisition interest, but once we met with Acenta and Håkan presented their operations, vision, and roadmap, it immediately became clear that Acenta was the perfect new home for Padelappen. The strategic fit with their existing business was undeniable. I also want to extend a big thank you to Håkan and the Acenta team for a highly professional process that reassured us the work we've built over the past five years won't just be preserved – it will be elevated in Acenta's hands," says Jesper Vendel, CEO of Padelappen.

Key terms of the acquisition

The total purchase price of SEK 1.8 million will be paid through newly issued shares in two tranches:

- **Tranche 1:** SEK 500,000 upon signing the acquisition agreement. Shares will be issued based on a valuation of SEK 40 million (market cap) and will be subject to a six-month lock-up period.

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



- **Tranche 2:** SEK 1,300,000 on March 1, 2026. The share price will be based on the volume-weighted average price of Acenta Group shares during the ten trading days prior to that date and subject to a three-month lock-up period.

Of the total consideration, SEK 300,000 is specifically allocated for development and adaptation efforts to ensure seamless integration into Acenta's digital ecosystem – including updates to design, functionality, and merging of various services such as tournaments and the Sport of Padel e-commerce platform into one cohesive experience.

For further information, please contact:

Håkan Tollefsen, CEO

E-mail: ir@acenta.group

Phone: +47 99050011

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 platform for padel – from courts and products to tournaments, e-commerce, and community. The company drives the sport's growth by building an ecosystem where players, brands, clubs, and partners collaborate. With a comprehensive approach, Acenta strengthens the development of padel and makes the sport more accessible, engaging, and commercially viable for all.

Operations include buying, selling, the construction and customization of padel courts, combined with recurring service agreements that ensure stable revenue streams. Through its own brand Peliga (www.peliga.com) and the e-commerce platform Sport of Padel (www.sportofpadel.com), Acenta sells and distributes products to consumers, businesses, clubs, and resellers – with a focus on performance, design, and reliability.



The company also organizes the international tournament series Acenta Padel Tour (www.acentapadeltour.com), which, together with Team Acenta, serves as a dynamic platform for visibility, engagement, and product activation in padel's most authentic environments.

Acenta Group is listed on Nasdaq First North Growth Market and the share is traded under the ticker PADEL. Certified Adviser for Acenta Group is G&W Fondkommission.