

Press release | Stockholm 2025-06-25

Acenta Group signs exclusive distribution agreement with Wear'N'Go

Acenta Group AB (“Acenta Group” or the “Company”) announces today that Acenta Group has signed an exclusive distribution and sales agreement for the Nordic countries, Great Britain and Ireland with the Norwegian brand Wear'N'Go. Through this partnership, which is initially signed for a period of three years, Sport of Padel – Acenta’s e-commerce platform – will gain exclusive rights to sell and distribute Wear'N'Go’s products within the selected markets.

Wear'N'Go specializes in rehabilitation and injury prevention equipment. Their products are designed to make post-injury recovery simple, safe, and effective – lowering the threshold for getting back to training and staying active the right way.

The collaboration will be launched primarily through Sport of Padel (www.sportofpadel.com), enhancing the platform’s offering with high-quality and functional gear for active padel players. Through the partnership, Sport of Padel is granted exclusive rights to distribute and sell Wear'N'Go’s products in both the B2C and B2B segments, within the areas of support, compression, and injury prevention measures targeted at padel players and padel communities.

“We see a growing interest in products that make it easier to train smart and prevent injuries, and we know the outstanding quality of the products offered by our partner.. Together with Wear'N'Go, we can offer a unique range that fits naturally into our padel ecosystem”, says Håkan Tollefsen, CEO of Acenta Group.

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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 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.