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Acenta Group signs exclusive sales agent agreement with premium padel brand Cuera

Acenta Group AB (“Acenta Group” or “Acenta”) hereby announces that an exclusive sales agent agreement has been entered into with Cuera ApS (“Cuera”), a premium apparel brand redefining performance and style within padel. The agreement covers the Swedish and Norwegian markets and will be executed through *Sport of Padel*, Acenta Group’s commerce platform. The agreement spans three years, during which Cuera will annually provide dedicated marketing support amounting to SEK 260,000 for Acenta.

This partnership reflects Acenta Group’s broader mission to grow the sport of padel by building a strong, value-driven community and providing access to world-class products for players across all levels. Through *Sport of Padel*, Cuera’s presence will be strengthened across both B2C and B2B markets – reaching consumers directly while offering tailored solutions for clubs, businesses, teams, and partners throughout the Nordic region.

As part of the agreement, Cuera will also provide dedicated marketing support for Acenta’s ambassadors (Team Acenta), with a total value of at least SEK 260,000 yearly, during the term of the agreement. This investment will directly support community growth, visibility, and engagement across the Nordic region.

“Cuera represents exactly what we believe padel needs more of – quality, passion, and authenticity. We’re incredibly proud to represent a brand that not only understands the game but also the culture and people behind it. Together, we’re bringing something truly unique to the Nordic market: a fusion of high-end design and community-focused purpose”, says Carsten Johansen, Managing Director for Global Operations, Acenta Group.

Cuera, already gaining strong traction across Europe, sees this agreement as a key strategic step to establishing a meaningful local presence in Scandinavia.

"We're excited to team up with Acenta Group / Sport of Padel. Without a doubt one of the most professional partners in the padel industry. With their market expertise and our shared passion for performance and design, this partnership is a powerful step toward elevating the apparel culture within the sport. At Cuera, we don't just choose partners, we choose people. Business is important, but the team behind it matters just as much. This is a values-driven collaboration built on mutual respect, ambition, and trust. To succeed in this space, we know it takes more than great products. It takes community. This partnership gives us the reach, the network, and the local presence to bring that community together and truly make an impact in Norway and Sweden", says Ulrik Leth, Co-founder of Cuera.

"This partnership with Cuera is an important milestone that strengthens our Sport of Padel brand and reinforces our long-term vision. It boosts our visibility, brand awareness, and positions us even more clearly on our path to becoming the leading platform for padel in the Nordics and beyond", says Håkan Tollefsen, CEO of Acenta Group.

Cuera's collections will be available soon via www.sportofpadel.com channels and selected retail collaborations.

About Cuera

Cuera® is a sports and apparel brand with roots in the emerging padel community. Offering contemporary clothing and accessories for on and off the court, Cuera strives to bring a modern ethos to the sport and lifestyle surrounding padel. By striking the balance between durability and aesthetics with inspiration from the sport's athleisure culture, Cuera's collections takes both high levels of comfort as well as performance into consideration.

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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.