

Press release | Stockholm 2025-05-12

Acenta Group signs exclusive partnership agreement with an order value of at least approximately EUR 3.6 million

Acenta Group AB ("Acenta Group" or the "Company") hereby announces that the Company has signed an exclusive partnership agreement (the "Agreement" or the "Partnership Agreement") with the Irish company Padel Sports 100 Limited ("Padel 100") regarding the sale and installation of at least 50 padel courts. The Agreement is signed as a result of the letter of intent signed by the parties together on April 22, 2025. The delivery of 50 courts is planned to take place over a period of 12–15 months from the conclusion of the Agreement. The padel courts will be provided to Padel 100 through a leasing arrangement with a term of five years, with additional ongoing revenue related to bookings for a total of seven years. The order value, excluding additional revenue for bookings, is estimated to be at least approximately EUR 3.6 million spread over five years for the construction of 50 courts.

Market

The Agreement is an important milestone for Acenta Group and the Company's new leasing and financing concept opens up a new significant vertical, which has already aroused great interest in the market. Acenta Group will in the future focus further on structuring this type of customer offering, in which the Company sees interesting opportunities.

Further information about the Agreement

In accordance with the Agreement, Acenta Group will receive a fixed fee per month in leasing fee for each padel court built for five years, as well as an additional small revenue per booked hour for each court. After five years, Acenta Group is entitled to a slightly lower revenue per booked hour for each court for another two years.



The Partnership Agreement runs for five years from the installation of the last court, with an exclusivity during the term of the Agreement. This means, among other things, that during this time, Padel 100 has committed to purchasing all padel courts and related installation services required for its operations in Ireland from the Acenta Group. Each company has the right to terminate the collaboration in year two and year four. Delivery of 50 padel courts is planned to take place over a period of 12–15 months. The leasing period of five years for already built padel courts will not be affected in the event that the Partnership Agreement should be terminated.

Padel 100

As previously communicated, the Agreement is part of a larger investment where Padel 100 recently secured €5 million in funding to launch 100 padel courts in Ireland in a strategic partnership with Acenta Group. The funding marks an offensive step for the growth of padel in Ireland, with the ambition to make the sport accessible throughout the country.

Padel 100, founded by Ben Keohane and Ryan Hennessy, is backed by an investor consortium with backgrounds in both business and sports. Construction of the first courts is still expected to begin in the summer of 2025 with confirmed sites in Dublin, Cork, Limerick, Galway, Clare, Waterford and Wexford as part of a first phase. Additional courts are then planned in suburban and regional areas in 2025 and beyond.

"We are delighted to have now signed our agreement this Monday morning 12/05/25 with Acenta Group, which provides us with a solid foundation to expand the presence of Padel in Ireland. The agreement provides us with the operational capacity required to deliver major infrastructural projects and enables the more efficient growth of Padel clubs, campuses and facilities across the country. We look forward to embarking on this journey with Acenta Group and establishing a long term partnership that contributes to the development of Padel in Ireland, as it is really in its infancy around the country. Our aim is to roll out a minimum of 100 Padel courts every year in partnership with Acenta Group, without the support, knowledge and experience of Hakan Tollefsen and his team our massive rollout would not be possible", said Ben Keohane, founder of Padel 100.



"We are incredibly happy to have entered into a binding agreement with Padel 100, which marks an important step in our international growth journey. This partnership gives us the opportunity to contribute together to the rapid development of padel in Ireland. Padel 100 has a strong and determined strategy to make the sport accessible across the country, and we look forward to being part of this exciting development. At the same time, I would like to mention that our new leasing and financing concept, which is a very exciting vertical for us, opens up for additional customers and has already aroused great interest. We look forward to exploring what new business opportunities this can lead to and how it will support our international expansion", says Håkan Tollefsen, CEO of Acenta Group.

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This information is information that Acenta Group AB is obliged to make public pursuant to the EU Market Abuse Regulation (MAR). The information was submitted for publication, through the agency of the contact person set out above, at 12 May 2025 08:35 CET.

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

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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.