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Acenta Group signs letter of intent with Padel Sports 100 Limited for sale and installation of at least 50 padel courts

Acenta Group AB (“Acenta Group”) has today signed a letter of intent with the Irish company Padel Sports 100 Limited (“Padel 100”) regarding sale and installation of at least 50 padel courts. The delivery is planned to take place over a period of 12–15 months and in accordance with the letter of intent, the padel courts are intended to be provided through a lease arrangement with a term of five (5) years. During the lease period, Acenta Group will receive a small fee per booking. The total potential order value is at least approximately EUR 3.6 million excluding booking fees. The parties expect to enter into a final agreement within approximately two months.

The letter of intent is part of a larger effort, with Padel 100 recently securing €5 million in funding to launch 100 padel courts in Ireland in a potential strategic partnership with Acenta Group. The funding marks an aggressive step for the growth of padel in Ireland, with the ambition to make the sport accessible across the country.

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

“A potential partnership with Acenta Group, together with our own investor network, offers not only a stable financial foundation but also operational expertise in delivering infrastructure on a larger scale. Acenta Group’s listing on the Swedish stock market adds international momentum and a shared vision for the sustainable and accessible development of padel sports. We look forward to continuing discussions and hopefully establishing a long-term partnership.” says Ben Keohane, founder of Padel 100.

“We are delighted to have the opportunity to partner with Padel 100 as part of this major project. Ireland is an important market for us and we see great potential for the growth of padel there. My colleagues Neil McClure, Hannah Hayes and I look forward to working with Ben Keohane and his team over the coming years.” says Asad Rahman, Acenta UK.

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"The Letter of Intent with Padel 100 is an important step in our international growth plan. While we have not yet entered into a binding agreement, we look forward to working with Padel 100 to contribute to the growth and development of padel in Ireland. Padel 100 has demonstrated a strong and ambitious strategy to bring the sport to the whole country and we look forward to a future partnership. Finally, I would like to add that our new leasing concept opens exciting opportunities for our international expansion, and we look forward to exploring what new business this can lead to." says Håkan Tollefsen, CEO of Acenta Group.

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This information is information that Acenta Group AB is obliged to disclose in accordance with the EU Market Abuse Regulation (MAR). The information was provided, through the contact person mentioned above, for publication on April 22, 2025, at 07:45 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 full-service player in the padel industry. An important part of the business includes the construction and customisation of padel courts together with ongoing service agreements that provide a stable revenue base. The business is complemented by the sale and distribution of products under the Peliga brand (www.peliga.com) in combination with the distribution and sale of complementary well-known brands. Distribution is mainly through the proprietary e-commerce platform Sport of Padel (www.sportofpadel.com). The company also organises the international competition series Acenta Padel Tour (www.acentapadel.com) which, together with Team Acenta, serves as a showcase for the products and services Acenta Group provides.

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.

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