

Acenta Group enters strategic partnership with Hoenen Leasing GmbH for the DACH region

Acenta Group AB (“Acenta Group” or the “Company”) hereby announces that the Company has signed a three-year partnership agreement with the German financing company Hoenen Leasing GmbH (“Hoenen Leasing”). The partnership marks the Company’s entry into the DACH market (Germany, Austria and Switzerland). The agreement entails that Acenta Group will supply, deliver and install padel courts, while Hoenen Leasing will provide tailored leasing and financing solutions to customers. The agreement does not include any guaranteed order volumes at this stage but is expected to strengthen Acenta Group’s opportunities to expand its customer offering and accelerate growth in the region.

Under the three-year agreement, which enters into force today, Acenta Group will be responsible for the supply, delivery and installation of padel courts in the DACH region. Hoenen Leasing will provide leasing and financing structures to end customers and manage leasing agreements in accordance with the terms of the partnership. In accordance with the agreement, Acenta Group will receive a fixed fee per sale as well as an additional month in leasing fee for each padel court built and sold.

Through the partnership, Acenta Group and Hoenen Leasing will be able to offer the market a well-structured financial and installation package that lowers the investment threshold for schools, sports clubs, hotels and other organizations seeking to establish padel facilities. As part of the cooperation, the parties will also jointly market their standardized offering, including the launch of a dedicated landing page.



The agreement, which is non-exclusive, introduces Acenta Group into the DACH market, one of Europe's largest and fastest-growing regions for padel. By comparison, the Netherlands already has around 3,000 courts despite having a population five times smaller than Germany, which itself is expected to reach around 600 courts by the end of 2025. In the DACH region, growth is further supported by a rapidly expanding player base, increased awareness, and growing support from associations, municipalities and real estate developers. This underlines the significant long-term potential for Acenta Group in the region.

"We see significant potential for both parties and I am convinced that, together, we can successfully drive the market entry and further expansion of padel in the DACH region. I look forward to taking the next steps and realizing the first projects", says Stefan Hoenen, Managing Director of Hoenen Leasing GmbH.

"We are very pleased to announce this new partnership with Hoenen Leasing, which represents an important step in our international expansion strategy. Entering the DACH market together with a strong financing partner will allow us to offer a more complete solution to customers and accelerate the development of padel in the region. For Acenta Group, this agreement adds a new growth opportunity alongside our existing international partnerships", says Håkan Tollefsen, CEO of Acenta Group AB.

About Hoenen Leasing

Hoenen Leasing GmbH (Germany) is a leasing and financing company that provides tailored leasing, hire-purchase and financing solutions across multiple sectors, including construction, fitness, renewable energy and business investments. The company offers structured financial solutions designed to support sustainable growth and long-term customer relationships.

For further information, please contact:

Håkan Tollefsen, CEO

E-mail: ir@acenta.group

Phone: +47 99050011

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



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 sport-tech platform for padel – offering a comprehensive ecosystem that combines courts, products, tournaments, e-commerce, community, and digital services. By taking a holistic approach, the company contributes to the growth of the sport and makes padel more accessible, engaging, and professional for all stakeholders.

The operations include the purchase, sale, installation, and customization of padel courts, combined with ongoing service agreements that generate recurring revenue. Through its own brand Peliga (www.peliga.com) and the e-commerce platform Sport of Padel (www.sportofpadel.com), Acenta distributes products to consumers, businesses, clubs, and resellers – with a focus on functionality, design, and reliability.

Acenta Group is also developing a comprehensive digital solution for padel – a platform that integrates tournaments, bookings, ranking systems, e-commerce, offers, and community features in a single app. The platform is built with an open API to enable integrations with external systems and to support scalable and data-driven services for players, clubs, and commercial partners.

Acenta Group also organizes the international competition series Acenta Padel Tour (www.acentapadeltour.com), which, together with Team Acenta, serves as a dynamic platform for visibility, engagement, and product launches in the most relevant padel environments.

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