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Acenta Group signs three-year agreement with Padel 100 with a minimum order value of approximately EUR 4 million

Acenta Group AB ("Acenta Group" or the "Company") hereby announces that the Company has entered into a new agreement with the Irish company Padel Sports 100 Limited ("Padel 100"). The three-year non-exclusive agreement is in addition to the previously announced leasing agreement covering 100 padel courts and entails that Padel 100 undertakes to purchase an additional minimum of 40 padel courts per twelve-month period – in total at least 120 courts. This corresponds to a minimum total order value of approximately EUR 4 million over the contract period, including padel courts, installations and shipping.

Further information about the Agreement

In accordance with the agreement, Acenta Group will be responsible for the supply, delivery, and installation of padel courts to Padel 100. Under the three-year agreement, Padel 100 undertakes to purchase a minimum of 40 padel courts per twelve-month period (commencing today) – in total at least 120 courts. This corresponds to a minimum total order value of approximately EUR 4 million, including padel courts, installations and shipping. Deliveries are expected to commence immediately and will run in parallel with the ongoing installation of the previously agreed 100 leased courts.

Under the agreement, Acenta Group will supply padel courts to Padel 100, which will subsequently resell the courts in Ireland under the brand 'Padel 100 Courts'. For Acenta Group, the expanded agreement introduces a complementary revenue model that diversifies the Company's business and supports its international growth strategy.



Market context

The expansion builds on the parties' previously announced cooperation regarding the leasing of 100 padel courts and introduces a new structure under which Padel 100 can resell padel courts to the Irish market. This agreement enables Padel 100 to address strong demand from schools, hotels, golf clubs and sports organizations that prefer to purchase padel courts outright, while still remaining part of the Padel 100 network.

"We are absolutely thrilled to expand our partnership with Padel 100 through this new three-year agreement, which covers a minimum of 120 courts in Ireland. The Irish padel market is developing at an impressive pace, and together we are now able to address both leasing and resale models in response to customer needs. For Acenta Group, this agreement represents another important milestone in our international growth journey", says Håkan Tollefsen, CEO of Acenta Group.

"What's clear is that demand is not slowing down—if anything, it's accelerating. We already have dozens of confirmed locations in planning or contract stages, and through this new agreement we are opening the door to another group of partners who want to purchase courts outright while still aligning with the Padel 100 brand. Schools, hotels, and golf clubs are especially interested in combining ownership with access to our booking platform, marketing campaigns, and maintenance support", says Ben Keohane, CEO at Padel 100.

About Padel 100

Padel 100 is Ireland's fastest growing padel network, with a mission to install and operate over 300 courts nationwide by 2027. Through partnerships with schools, sports clubs, hotels, and golf clubs, Padel 100 provides turnkey solutions including court installation, booking systems, national marketing, and ongoing maintenance.

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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 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.

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