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## **Acenta Group enters exclusive partnership with RESPIRA™**

**Acenta Group AB (“Acenta Group” or the “Company”) today announces that it has entered into an exclusive distribution and sales agreement with RESPIRA Norway AS (“RESPIRA™”), a leading provider of performance and recovery products. The partnership, which is initially signed for a five-year term, grants Acenta Group exclusive rights to distribute and sell all RESPIRA™ products within the padel segment across the Nordics, Europe, and all international markets where Acenta is active – including Asia and the United States.**

RESPIRA™ develops and manufactures innovative products such as nasal strips and mouth tape, designed to improve breathing, performance, and recovery for active users. In addition, the brand aims to deliver premium activewear, crafted with high-quality fabrics and designed for both performance and functionality – specifically tailored to padel athletes and enthusiasts – all connected by RESPIRA™’s core brand narrative: breathing.

Through this collaboration, RESPIRA™’s product range will be made available to padel players via Acenta’s various sales channels, with a primary focus on the digital platform Sport of Padel ([www.sportofpadel.com](http://www.sportofpadel.com)). The platform serves as the hub of Acenta’s e-commerce operations, consolidating products, events, and offers aimed at padel players and communities. The partnership aligns closely with Acenta Group’s growth strategy, supporting its ambition to become a leading force in the growing international padel market.

As part of the partnership, RESPIRA™ and Acenta have also committed to a joint marketing strategy aimed at maximizing brand visibility within the global padel community. The agreement includes co-branded campaigns, limited edition RESPIRA™ x Acenta products, and strategic ambassador collaborations aligned with Acenta’s visual identity. In addition, RESPIRA™ will provide ongoing marketing support, including product contributions for Acenta Padel Tour events and

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promotional initiatives under the Sport of Padel brand – strengthening both companies’ reach and presence in the market. The combined value of this marketing support from RESPIRA™ to Acenta Group is estimated at up to NOK 1 million over the next three years, significantly boosting RESPIRA™’s visibility and accelerating onboarding into the Sport of Padel ecosystem and its subscription-based model.

*“In our search for a strategic partner within the padel sector, Acenta emerged as the clear and natural choice. They have built an impressive distribution platform and a fully integrated ecosystem that engages players and enthusiasts both digitally and physically, Acenta has demonstrated a deep understanding of the sport and its community. At RESPIRA™, we are committed to delivering quality, innovation, and fostering a health-oriented lifestyle through sport. This partnership represents a significant step forward in our ambition to establish RESPIRA™ as a leading performance brand in the global padel market,”* says Konstantin Mortensen, CEO of RESPIRA™.

*“Agreements like this are central to our strategy of building a strong and differentiated ecosystem within padel. RESPIRA™ represents exactly the type of high-quality and innovative brand we seek to partner with. By integrating their products into our offering – including through subscription models via Sport of Padel – we strengthen our position as a full-service provider and create new value and recurring revenue streams for players, clubs, and commercial partners,”* says Håkan Tollefsen, CEO of Acenta Group.

As part of the agreement, RESPIRA™ commits not to enter into any distribution or reseller agreements with other parties within the padel segment in the territories covered. This safeguards Acenta’s exclusivity and enables long-term development of a unique, integrated product offering for the padel market.

**For further information, please contact:**

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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.*

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### **About Acenta Group AB – [www.acenta.group](http://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](http://www.peliga.com)) and the e-commerce platform Sport of Padel ([www.sportofpadel.com](http://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](http://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.