



Press release | Stockholm 2025-02-06

# Acenta Group signs five-year exclusive supplier agreement with InterPadel Holding AS

**Acenta Group AB (“Acenta Group” or the “Company”) has today signed a five-year exclusive supply agreement with InterPadel Holding AS (“InterPadel”) for the Norwegian market. InterPadel operates 13 padel facilities in the Norwegian market and through the agreement, Acenta Group will be the exclusive supplier of padel equipment such as rackets, balls, clothing and other padel equipment to the facilities. Based on current sales and current forecasts, it is estimated that the agreement will generate revenues of at least NOK 30 million accumulated during the contract period. As part of the deal, Acenta Group is simultaneously acquiring inventory and customer data for a total of approximately NOK 1.9 million from InterPadel Shop AS.**

## **About InterPadel**

InterPadel is a Norwegian-owned padel chain that operates and owns 13 padel facilities in Norway and three padel facilities in Poland. The company operates under the motto “Padel for everyone” and had a turnover of approximately NOK 100 million in 2024.

“It is with a good feeling that we now enter into cooperation with Acenta Group and their team. With this agreement, Acenta Group will be the exclusive supplier of padel equipment to our 13 Norwegian padel facilities and we look forward to the continuation of the cooperation.”

– Thor Hushovd, Bjørn Maaseide and Jan Kvalheim, founders and shareholders, InterPadel Holding AS.

‘We are very excited about this partnership, which fits perfectly into our growth plans and we also see opportunities for more collaborations with other padel chains. InterPadel is a well-established player in the Norwegian market with a strong brand and together we will deliver great experiences for padel players.’ says Håkan Tollefsen, CEO of Acenta Group.

## **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.*

### **About Acenta Group AB**

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](http://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](http://www.sportofpadel.com)). The company also organises the international competition series Acenta Padel Tour ([www.acentapadel.com](http://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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