

WESPORTS GROUP CONTINUES ITS EXPANSION IN ICE HOCKEY WITH SKATERTOWN

Malmö, June 4, 2025 – WeSports Scandinavia AB (“WeSports Group” or “the Company”) further strengthens its position in the ice hockey category, via the acquisition and partnership with Skatertown ApS (“Skatertown”). Skatertown is among Denmark’s most well-renowned retailers of ice hockey equipment, and generated revenues of approximately 20 MDKK with solid profitability in 2024.

With 40 years of experience, Skatertown is one of Denmark’s leading specialist retailers in ice hockey equipment. The company operates the online platforms Hockeyshop.dk, serving the Danish market, and Hockeyproshop.de, catering to German hockey enthusiasts. Additionally, Skatertown’s store in Søborg, just outside Copenhagen, has established itself as a hub for the local hockey community, offering a curated assortment, expert services, and repairs through its in-store workshop.

A testament to Skatertown’s expertise and industry standing is its role as a supplier of equipment to 8 out of 9 teams in Metal Ligaen (Denmark’s highest-level hockey league) and 14 out of 17 teams in the youth divisions.

“We’re excited to join forces with Skatertown. Their deep expertise, strong community relationships, and impressive track record make them a perfect fit with WeSports Group and Spobik. Together, we will accelerate our position as a leader in the Northern European ice hockey market. Welcome to the team”, says Ted Sporre, CEO of WeSports Group.

Skatertown is an add-on acquisition to WeSports Group’s subsidiary Spobik – one of the leading and fastest-growing players in the Northern European ice hockey market – managing the specialist stores Hockeystore and Hockeytown. Integrating Skatertown will not only expand the product range and expertise, but the company will also benefit from group synergies, enabling further growth opportunities ahead.

“Teaming up with WeSports Group and Spobik allows us to elevate Skatertown to the next level. We gain access to an even broader assortment, greater resources, and a wider network – while continuing to focus on delivering top-tier products and services to hockey players in Northern Europe”, continues Lars Kokfelt, CEO of Skatertown.

ABOUT WESPORTS GROUP

WeSports Group is a Nordic sports equipment specialist group. We are leaders in our key categories Bikes & Mobility, Running & Outdoor, and Fitness & Team Sports – and strive for expansion in further sports and lifestyle areas. WeSports Group targets elite athletes and active individuals through online- and physical stores, while distributing own- and external brands.

We acquire and develop specialist companies, allowing them to operate independently, within a decentralized structure, and take advantage of shared infrastructure and strategic support. As of Q1 2025 (R12), WeSports Group achieved a turnover of 2.6 billion SEK, driven by strong organic growth and solid profitability.

Read more about WeSports Group: www.wesportsgroup.com

ABOUT SKATERTOWN

Skatertown is one of Denmark's leading retailers of ice hockey gear and equipment. The company operates two online platforms, serving the Danish and German markets, as well as a physical store just outside Copenhagen. With over 40 years of experience, Skatertown has built a strong reputation, supplying top Danish hockey clubs and the local hockey community with high-quality equipment and expert services. In 2024, Skatertown generated approximately 20 MDKK in revenue with solid profitability.

Read more about the company: www.hockeyshop.dk

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