PRESS RELEASE
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WS WESPORTS GROUP ACQUIRES HSNG – ESTABLISHES A LEADING NORDIC FITNESS PLATFORM

Malmö, November 27, 2026 – WS WeSports Group AB (“WeSports Group ” or the “Company”) has entered into an agreement with Orkla ASA to acquire 100 percent of Health and Sports Nutrition Group HSNG AB (“HSNG”), a leading Nordic company in sports nutrition and dietary supplements. HSNG operates well-known Nordic e-commerce destinations, including Gymgrossisten, and has a strong portfolio of own brands. The acquisition is WeSports Group’s largest to date and creates a complete Nordic fitness platform by combining HSNG’s position within nutrition with WeSports Group’s existing operations within fitness and training equipment. The acquisition values HSNG at an enterprise value of SEK 600 million on a cash- and debt-free basis. Based on unaudited figures for the last twelve months, HSNG’s net sales amounted to approximately SEK 1,300 million and adjusted EBITA to approximately SEK 80 million. HSNG has approximately 1 million active customers in the Nordics, and about 50 percent of its sales are generated by own brands.

“Acquiring HSNG is an important strategic step for WeSports Group. HSNG gives WeSports Group a broader and more complete fitness platform, with a higher share of recurring sales and a stronger portfolio of own brands. Through established e-commerce destinations such as Gymgrossisten, HSNG adds a large active customer base with a high repurchase rate. The combination creates new opportunities for both HSNG and our existing businesses, with more natural purchasing occasions and opportunities for increased cross-selling. Together, we can meet customers’ needs throughout the entire training journey – from equipment and training to sports nutrition and recovery,” says Ted Sporre, CEO of WeSports Group.

THE TRANSACTION IN BRIEF

- The acquisition values HSNG at an enterprise value of SEK 600 million on a cash- and debt-free basis.
- SEK 100 million of the purchase price will be settled through a vendor loan, with the remaining amount payable in cash at closing, subject to customary adjustments**.**
- Based on unaudited figures for the last twelve months, as of September 2026, HSNG's net sales amounted to approximately SEK 1,300 million and adjusted EBITA to approximately SEK 80 million.
- In connection with closing, certain members of HSNG's management team will reinvest in the business and become shareholders with an ownership interest of up to approximately 6.5 percent.
- Based on LTM figures as of September 2026, the purchase price corresponds to approximately 7.5x adjusted EBITA (approximately 6.3x adjusted EBITDA), before synergies.
- HSNG has approximately 1 million active customers, and about 50 percent of its sales are generated by own brands.
- The acquisition is expected to have an immediate positive impact on WeSports Group's earnings per share (EPS) from closing, before synergies.
- On a pro forma basis, the combined group's net sales for the last twelve months, as of September 2026, amount to approximately SEK 5,600 million and adjusted EBITA to approximately SEK 379 million.
- Following completion of the acquisition, the Company's net debt in relation to pro forma adjusted EBITDAaL is estimated to amount to approximately 1.6x.
- Closing is expected during the first quarter of 2027, subject to regulatory approvals from the Swedish authorities.

ESTABLISHING A COMPLETE NORDIC FITNESS PLATFORM

WeSports Group today has a strong position within fitness through specialist businesses in gym and training equipment as well as sports nutrition. HSNG broadens this position with well-known digital customer destinations, a substantial customer base and distribution, as well as an attractive portfolio of own brands.
Sports nutrition is one of the fastest-growing categories within sports and health. The category is also characterised by recurring purchases, which complements WeSports Group's existing offering within gym and training equipment, where a larger share of sales consists of durable goods. The combination creates more natural purchasing occasions and opportunities for increased cross-selling.

WeSports Group entered into sports nutrition through the acquisition of Finnish Elite Fitness earlier in 2026. The acquisition of HSNG now significantly strengthens the Company's position within the category and creates a strong platform within fitness, across both sports nutrition and training equipment.

HSNG will continue to develop with a clear commercial focus and with support from WeSports Group's shared expertise, infrastructure and Nordic network. Together, the businesses form a broader Nordic fitness platform with a complete offering that meets customers' needs throughout the entire training journey – from training and equipment to nutrition, performance and recovery.

OWN BRANDS AND SIGNIFICANT DEVELOPMENT OPPORTUNITIES

Increasing the share of own and controlled brands is a central part of WeSports Group's profitability strategy. Through the acquisition of HSNG, this share is further strengthened. During the last twelve months, HSNG's own brands accounted for about 50 percent of net sales, compared with approximately 33 percent for the Company's own and controlled brands. The acquisition therefore significantly increases WeSports Group's share of own and controlled brands. HSNG's brand portfolio includes Star Nutrition, one of the largest and most established dietary supplement brands in the Nordics. The portfolio also includes other well-known brands such as Vitaprana and Chained Nutrition.

WeSports Group believes there is significant potential to further develop HSNG's existing brands, broaden the product range and scale successful products through the Company's combined sales and distribution channels. Cross-selling represents another clear value driver. HSNG already sells several of WeSports Group's brands, meaning that established commercial touchpoints already exist between the businesses. At the same time, HSNG's extensive reach and distribution create new opportunities to scale the Company's existing own and controlled brands to more customers and sales channels. Through, among others, Kraftmark, a specialist in gym and training equipment, WeSports Group has strong relationships with gym chains, fitness facilities and professional customers. HSNG complements this with a vast customer base and the Nordic region's largest distributor of sports nutrition through its distribution business Fitness Market Nordic.

In addition, the acquisition is expected to create significant potential for positive scale effects and cost efficiencies within areas including procurement, logistics, distribution, product development and digital infrastructure.

The separation from Orkla is expected to result in carve-out costs of approximately SEK 20 million, primarily during the first half of 2027. This amount is an estimate. The costs will impact the group's operating profit and adjusted EBITA, and will not be reported as items affecting comparability.

COMMENT FROM JOHAN GÖRGÅRD, CEO OF HSNG

"I have great confidence in HSNG's long-term potential and see WeSports Group as a very strong partner for the next step in our journey. The partnership gives us new opportunities to develop our brands, reach more customers and strengthen our offering, while HSNG naturally complements WeSports Group's existing businesses. My continued investment in the business

reflects my conviction in the potential ahead," says Johan Görgård, CEO of Health and Sports Nutrition Group HSNG.

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ABOUT WS WESPORTS GROUP
WS WeSports Group is a Nordic sports equipment specialist group. We hold leading market positions in the most attractive sports categories, such as cycling, fitness, running, hockey, floorball, skiing, outdoor, and golf. WS 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. FNCA Sweden AB is the Company's Certified Adviser on Nasdaq First North Premier Growth Market.

Read more about WS WeSports Group: **www.wesportsgroup.com**

ABOUT HEALTH AND SPORTS NUTRITION GROUP HSNG
Health and Sports Nutrition Group HSNG AB is a leading Nordic player in e-commerce and sales of sports nutrition, dietary supplements and health foods. HSNG is headquartered in Solna, Sweden, and is led by CEO Johan Görgård.

HSNG operates the customer destinations Gymgrossisten, Bodystore, Proteinfabrikken, Bodyman and Fitnesstukku, as well as the distribution business Fitness Market Nordic. HSNG also has an industry-leading portfolio of own product brands, including Star Nutrition, Vitaprana and Chained Nutrition.

Learn more about Health and Sports Nutrition Group HSNG: **www.hsng.com**

This information is information that WS Wesports Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-11-27 08:00 CET.