

NEW WAVE GROUP AB (PUBL) ACQUIRES UHLSPORT GROUP

New Wave Group has today signed an agreement to acquire 100% of the shares in uhlsport GmbH.

uhlsport is a long-established German multi-brand company headquartered in Balingen, Baden-Württemberg. The company develops and sells clothing, accessories and equipment for team sports – primarily football and handball – under the brands uhlsport and Kempa. With central warehouses in Balingen and Bisingen, and subsidiaries in France, Sweden and Spain, the company distributes its products to customers across Europe and globally.

The transaction is structured as a share sale and will be based on closing accounts as of 30 September 2026. The uhlsport group generated a revenue of approximately EUR 67 million for 2025, with a minor loss. Relevant financial information will be disclosed as soon as the closing accounts are finalized and audited, which is expected to take place in connection with the publication of our Q3 report on 11 November 2026, or at the end of November 2026. Certain acquisition- and integration-related adjustments will be recognized at group level in New Wave Group following completion of the transaction. The acquisition is not expected to have a material impact on New Wave Group's earnings or cash position in the short term but is expected to strengthen the Group's position in the team sports segment over time.

Completion of the transaction is subject to merger control clearance from relevant competition authorities, and closing is expected to take place on 1 October 2026.

The acquisition creates significant synergies and positions New Wave Group as a more complete and competitive supplier in the team sports market. Craft Sportswear, which currently has agreements with approximately 5,000 clubs across Europe, will be able to offer a comprehensive range including balls, shin guards, goalkeeper gloves, handball resin and shoes from uhlsport and Kempa. At the same time, the uhlsport group, which has strong, long-standing relationships with clubs, national teams and federations, will be able to offer its partners a significantly broader product range, not least in merchandise, through New Wave Group's various brands.

New Wave Group and uhlsport hold strong positions in partly different markets and complement each other well. Through the acquisition, both businesses can leverage each other's established customer relationships, distribution networks and market expertise to reach new customers and markets. In the longer term, there are also significant opportunities for coordinated distribution as well as collaboration in sourcing and production.

Günter Daiss, speaking on behalf of the sellers, comments:

“Our family is very pleased to have found such a strong and highly respected partner in New Wave Group. It was particularly important to us to find a long-term home for uhlsport and Kempa that shares our entrepreneurial values and provides the company, its employees and its business partners with a strong foundation for a positive and successful future. We are especially pleased that the Balingen location will be retained. We are convinced that New Wave Group, with its long-term perspective, entrepreneurial mindset and extensive experience in building international brands, is an excellent partner for the next chapter of uhlsport and Kempa. We are highly confident that both brands will continue to develop successfully and grow as part of New Wave Group.”

Torsten Jansson, CEO and founder of New Wave Group, adds:

“This is a very exciting acquisition, and we look forward to welcoming the uhlsport group’s employees to New Wave Group. uhlsport and Kempa are well-known and respected brands in football and handball, with a long history and strong relationships with clubs and national teams across the globe. We are very grateful that the Daiss family has given us the trust to continue the successful operation and we are truly impressed by the company and the brands which they have built in an entrepreneurial environment that will fit in perfectly with New Wave Group. The club market has been challenging ever since the pandemic and is consolidating rapidly. During this time, the Daiss family and uhlsport have done a fantastic job, consolidating their position as one of Europe’s leading suppliers and brands. We see significant potential to further develop these brands together with our existing operations and create a strong, comprehensive offering in team sports. Each brand in our combined portfolio stands strong on its own, but together we create something unique – a customer offering that no other player in the market can match.”

uhlsport will become part of the Sports & Leisure operating segment.

For further information, please contact:

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About Us

New Wave Group is a growth company group that designs, acquires and develops brands and products in the corporate, sports & leisure and gifts & home furnishings sectors.

In 2025, the group had a revenue of SEK 10 billion, and the parent company's Class B share is listed on Nasdaq Stockholm Large Cap. The group's headquarters are located in Gothenburg, Sweden. www.nwg.se

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