PRESS RELEASE
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Kanaan Sellers Group acquires e-bike accessories brand Wheeloo

Profitable, Amazon-native brand with €1.8 million in LTM net sales and a double-digit EBITDA margin

Basel / Stockholm, 23 November 2026. Kanaan Sellers Group AB ("Kanaan " or "the Group"), through its wholly owned subsidiary PLConcepts GmbH & Co. KG, has acquired the e-bike accessories brand Wheeloo and its associated business assets. Wheeloo sells e-bike accessories and protection products compatible with e-bike systems from leading manufacturers, primarily on Amazon in Germany. In the twelve months to 31 October 2026, Wheeloo generated net sales of approximately €1.8 million (unaudited) at a double-digit EBITDA margin. The transaction follows Kanaan's disciplined and repeatable acquisition process and valuation framework. The purchase price was paid in cash and is not disclosed.

"Wheeloo cleared our bar early in the process," says Felix Jostarndt, CEO of Kanaan Sellers Group. "It sells into a growing niche, the products are strong and the margins are healthy."

The transaction went from first contact to closing in a few weeks. Kanaan's data- and AI-driven screening and in-house deal team keep timelines short. "Our process let us close in time for Black Week and take Wheeloo into the Christmas season on our platform," says Jostarndt.

Wheeloo joins the Group's Lifestyle & Hobby category and will be integrated into Kanaan's shared operating platform, which spans the entire value chain from sourcing and supply chain to marketing, fulfilment and customer support. As the integration requires no material additional overhead, Wheeloo is expected to contribute directly to Group EBITDA.

"From here, we want to scale Wheeloo beyond Germany across Europe, on Amazon and on other marketplaces," Jostarndt adds.

Wheeloo is Kanaan's second bolt-on acquisition following SilverRack in August 2026, and the Group is preparing further acquisitions.

About Kanaan Sellers Group
Kanaan Sellers Group is a European e-commerce platform focused on acquiring, integrating and growing consumer brands in attractive niche markets. Through an AI-first operating platform, operational expertise and disciplined capital allocation, the Group builds scalable businesses with sustainable profitability.

The Group's portfolio of leading consumer brands across the Health, Fitness & Wellness, Kitchen & Dining, Lifestyle & Hobby, and Home & Garden categories generates combined annual net sales of more than €46 million. The Group serves more than one million customers annually across Europe and North America. Kanaan Sellers Group is preparing a listing on Nasdaq First North Growth Market in Stockholm.

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