

WS WESPORTS GROUP: HIGH BLACK WEEK ACTIVITY DRIVEN BY OWN BRANDS

Malmö, December 16, 2025 – WS WeSports Group AB (“WeSports Group”, the “Group”, or the “Company”) delivered its strongest Black Week to date, driven by high activity levels across key categories and high demand both online and in physical stores. Demand was particularly strong for WeSports Group’s own market-leading brands, underscoring the relevance of the Group’s specialist portfolio heading into the winter and holiday season.

“This Black Week clearly demonstrates the strength of the WeSports Group model. The team successfully handled high volumes while maintaining a strong customer experience across markets. It is especially encouraging to see the high demand for our own brands, such as Cargobike and Rawbike, which further confirms the relevance of our specialist offering”, says Ted Sporre, CEO of WS WeSports Group.

Within the bikes and mobility category, the Company reached record levels of handled packages across e-commerce and physical stores. WeSports Group’s own brands performed especially well during the period, with Cargobike and Rawbike standing out as key contributors.

Within the running category, the Group’s largest company shipped over 11,000 more orders compared to Black Week 2024, highlighting solid customer engagement and the scalability of WeSports Group’s operational platform.

As the holiday season approaches, the strong activity levels indicate continued consumer interest in sports and outdoor equipment, with many customers preparing for an active winter and sport-focused Christmas gifts.

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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, and outdoor. 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.

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