

WESPORTS GROUP TEAMS UP WITH NIKE – SECURING EXCLUSIVE RIGHTS TO DISTRIBUTE NIKE STRENGTH IN THE NORDICS

Malmö, October 13, 2025 – WeSports Group (“WeSports” or “the Company”) is proud to announce that it has entered an exclusive partnership to distribute Nike Strength in the Nordic region. The agreement marks an important milestone in WeSports’ strategy to expand its portfolio of leading brands in training and fitness equipment.

“We are proud to bring Nike Strength to the Nordic market. This exclusive partnership is a strong recognition of WeSports’ position in the region, and it allows us to offer world-class training solutions to both commercial gyms and fitness enthusiasts,” says Ted Sporre, CEO of WeSports Group.

Nike Strength is Nike’s premium range of fitness equipment and apparel. The assortment builds on more than five decades of Nike’s legacy of innovation and excellence in sport. Designed to meet the demands of both elite athletes and enthusiasts, the range combines performance, durability, and style – engineered to the exact specifications of championship-level training.

The Nike Strength portfolio includes a wide range of premium products, including professional weightlifting equipment, conditioning equipment, apparel, and Nike Grind – sustainable equipment solutions crafted from recycled Nike materials.

With the growing demand for high-quality fitness equipment and apparel, this partnership brings great potential and promise for the Nordic training community. Together, Nike Strength and WeSports aim to empower athletes of all levels to train stronger, smarter, and safer. The Company’s expansive distribution model and solid Nordic position enable a unique possibility for brand owners to effectively reach dedicated enthusiasts and athletes.

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ABOUT WESPORTS GROUP

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 – 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 Q2 2025 (R12), WeSports Group achieved a turnover of 2.7 billion SEK, driven by strong organic growth and solid profitability.

Read more about WeSports Group: www.wesportsgroup.com

ABOUT NIKE STRENGTH

Nike Strength is a global leader in performance-driven training equipment, created to meet the needs of elite athletes, commercial gyms, and individuals dedicated to their fitness journey. With innovation, durability, and design at its core, Nike Strength empowers athletes everywhere to unleash their full potential - in style.

Read more about Nike Strength: <https://eu.nikestrength.com>

Image Attachments

[Banner – WeSports Group x Nike Strength](#)