

## **WESPORTS GROUP ACQUIRES VOID CYCLING FROM USWE SPORTS AB – ENTERS STRATEGIC PARTNERSHIP**

**Malmö, June 3, 2025 – WeSports Scandinavia AB (“WeSports Group” or “the Company”) is strengthening its position in the Bike & Outdoor category through the acquisition of the VOID Cycling brand from USWE Sports AB (publ) (“USWE”). The agreement also includes a three-year strategic partnership.**

VOID Cycling is a Swedish premium brand known for its cycling apparel and accessories. As part of the transaction, WeSports Group acquires the VOID brand, including associated intellectual property, website, and digital domains. The Company will also acquire existing inventory at book value.

The purchase price amounts to approximately 4.4 MSEK in cash, in addition to a royalty agreement over three years. As part of the strategic partnership, USWE will become a prioritized brand in WeSports Group’s sales channels. The Company will drive marketing and sales initiatives to boost visibility and sales of USWE products, while USWE will support WeSports Group with product development and sourcing related to VOID’s current assortment.

“The sale of VOID is a strategic move that allows USWE to focus on our core brands – USWE and Giant Loop – which are both growing strongly. We’re excited to see VOID develop further within WeSports Group, who have the right platform and capabilities to scale the brand. At the same time, we look forward to our strategic collaboration”, says Jacob Westerberg, CEO of USWE Sports AB.

“VOID is a well-recognized brand in the cycling space, with unique design and a clear identity. We see great potential in growing VOID within our portfolio. We’re also excited to collaborate with USWE going forward“, says Ted Sporre, CEO of WeSports Group.

### **ABOUT WESPORTS GROUP**

WeSports Group is a Nordic sports equipment specialist group. We are leaders in our key categories Bikes & Mobility, Running & Outdoor, and Fitness & Team Sports – 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 Q1 2025 (R12), WeSports Group achieved a turnover of 2.6 billion SEK, driven by strong organic growth and solid profitability.

Read more about WeSports Group: [www.wesportsgroup.com](http://www.wesportsgroup.com)

#### **ABOUT SPOBIK**

Spobik is the largest bike specialist in the Nordics. The company operates eight physical stores, ten online stores, and has an annual turnover exceeding 600 MSEK. Spobik's team has many former professional cyclists, whose expertise and know-how has been advantageous in achieving the company's #1 position – offering a top-of-the-line assortment and personalized service. Spobik was acquired by WeSports in 2020.

Read more about Spobik: [www.spobik.se](http://www.spobik.se)

#### **ABOUT USWE**

USWE ("you-swii") designs and produce bounce-free backpacks and hydration packs for the international sport- and outdoormarket. The product range has focus on high-speed activities like mountain bike, motor sports, skiing and trail running. All backpacks are based on our own designed and patented system called - No Dancing Monkey™. The product offering also include bicycle apparel in the premium segment which are sold under the trademark VOID Cycling. In July 2022 the Oregon, USA based company Giant Loop LLC was acquired. Giant Loop is specialised on packing bags for off road motorcycles.

USWE was founded in 2007 in Skåne, Sweden and today we have the whole world as our market through a well-established distribution network and web sales from our own web shop and via Amazon. The product range include backpacks, hydration backpacks, hip belts, cycling apparel and soft packing bags for off road motorcycles.

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