

SKIDSPORT BROMMA AND UDENS SPORT JOIN WESPORTS GROUP – FURTHER EXPANDING IN THE OUTDOOR MARKET

Malmö, April 8, 2025 – WeSports Scandinavia AB (“WeSports Group” or “the Company”) is expanding in the Outdoor category via the acquisition and partnership with SkiCom Sweden AB (“SkiCom”), a Swedish specialist retailer in winter sports. In 2024, SkiCom reported revenues of 69 MSEK with a positive EBITDA result.

SkiCom is a well-established specialist in skiing- and winter sports equipment, serving customers through a seamless omnichannel experience. The company operates three physical stores in Stockholm (Skidsport Bromma), Västra Frölunda, and Gothenburg (Udens Sport), as well as the online platforms [Udenssport.se](https://www.udenssport.se) and [Skidsport.nu](https://www.skidsport.nu). With a heritage dating back to 1954, deep expertise, and a curated assortment, SkiCom has become the #1 destination for skiing and winter sports enthusiasts in the Stockholm and Gothenburg regions. In addition, SkiCom has established a strong online presence and recently broadened its services to include ski rentals in the Stockholm and Gothenburg region, making ski trips more accessible and sustainable.

“We believe in partnering with the most dedicated and long-term specialist teams, who can elevate and challenge us with new ways to serve sports enthusiasts. We are proud and excited to welcome Lucas Lehrman and his talented team at SkiCom as they join WeSports Group”, says Martin Appelfeldt, CEO of WeSports Group.

Following this acquisition, WeSports Group is strengthening its position in the Outdoor category with a widened reach and enhanced local expertise. With SkiCom’s store network, the Company is establishing a physical presence in the Stockholm region’s winter sports community – in line with WeSports Group’s strategy to expand the physical retail network, together with a leading online offering.

“With the growing outdoor trend, SkiCom’s integration into WeSports Group comes at the perfect time. SkiCom has established strong physical destinations for skiing enthusiasts, and we’re excited to support their continued growth while exploring new business opportunities – such as further store expansions and rental services. Their modern, customer-focused approach and dedicated team make them a great partner for the long term”, continues Martin Appelfeldt, CEO of WeSports Group.

The integration will drive synergies through shared infrastructure and retail channels, while a broader assortment will further increase relevance and value for skiing enthusiasts and professionals in the Nordics.

“With WeSports Group’s backing, we can accelerate growth and expand our retail network, while maintaining good profitability. The partnership is a perfect fit, and we look forward to successful teamwork ahead”, says Lucas Lehrman, Executive Chairman of SkiCom.

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. In 2024, WeSports Group achieved a proforma turnover of 2.5 billion SEK, driven by strong organic growth and solid profitability.

Read more about WeSports Group: www.wesportsgroup.com

ABOUT SKICOM

SkiCom is a leading Swedish winter sports specialist, offering top brands and expert guidance both in-store and online. With locations in Stockholm, Gothenburg, and Västra Frölunda, the company provides a curated assortment and services, such as bootfitting, ski maintenance, and rentals. SkiCom ensures efficiency while maintaining a strong focus on customer service.

In 2024, SkiCom’s revenues amounted to 69 MSEK with a positive EBITDA result.

Read more about SkiCom: www.skicom.se

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