

## **WESPORTS GROUP JOINS FORCES WITH FORMER WORLD'S STRONGEST MAN – MAGNUS SAMUELSSON, NEW AMBASSADOR FOR KRAFTMARK**

**Malmö, September 18, 2025 – WeSports Group ("WeSports" or the "Company") is proud to announce the new partnership between Kraftmark, WeSports' specialist brand in functional training equipment, and former World's Strongest Man – Magnus Samuelsson.**

"Partnering with Magnus Samuelsson is truly a testament to Kraftmark's quality and reputation. By working closely with athletes and the strength community, we continue to create and develop products that meet the highest demands – strengthening our position within functional training and strength equipment," says Stefan Ljung, Sales Manager at Kraftmark.

Magnus Samuelsson, born 1969 in Linköping, Sweden, is one of the country's most accomplished strength athletes. His international career took off in 1995 when Samuelsson won Sweden's Strongest Man, and in 1998, he claimed the prestigious title of World's Strongest Man. Widely known as the "King of the Stones", Samuelsson reached the World's Strongest Man finals ten times and stood on the podium five times. On a national level, he has been crowned Sweden's Strongest Man nine times.

The partnership marks a big step in Kraftmark's ongoing journey to become the preferred choice for high-performance training equipment, trusted by elite athletes and training facilities in Sweden and worldwide.

As ambassador, Magnus Samuelsson will contribute with his expertise and presence in Kraftmark's product development, events, and campaigns – supporting the brand's connection to the strength training community.

"Having tested and competed with training equipment at the very highest level, I know the difference that quality makes. Kraftmark meets the standards that athletes need to perform and progress. I am looking forward to a productive partnership," says Magnus Samuelsson, former World's Strongest Man.

This collaboration reflects Kraftmark and WeSports' shared ambition: to support Swedish and Nordic elite sports from the ground up, while inspiring more people to live active and healthy lifestyles.

**PRESS RELEASE**

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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](http://www.wesportsgroup.com)

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**Image Attachments**

[Banner - Kraftmark x Magnus Samuelsson](#)