

WESPORTS GROUP EXPANDS IN BIKES & MOBILITY WITH THE ACQUISITION OF BENY LOCAL

Malmö, April 3, 2025 – WeSports Scandinavia AB (“WeSports Group” or “the Company”) is further strengthening its position in the Bikes & Mobility category through the acquisition of Beny Cyklar AB and Beny Resa AB (“Beny”). In 2024, Beny reported revenues of 80 MSEK with a positive EBITDA result.

Beny specializes in government-subsidized bicycles and operates the leasing service Beny Local, which enables retailers to offer benefit bikes to companies and their employees. Through Beny Local’s partnership with Benifex, a leading global benefit and rewards platform, the company provides bike retailers with access to one of the strongest corporate networks in Sweden. Today, Beny Local connects retailers with 900 of Sweden’s 1,000 largest companies, enabling direct access to a broad customer base.

“We are happy to welcome Beny to WeSports Group. In a short time, they have become a frontrunner in the benefit bike segment, driving the industry forward with their innovative approach and strong network. Together, we will strengthen our offering in Bikes & Mobility, providing even better solutions for companies and employees who want to embrace sustainable and flexible mobility options”, says Martin Appelfeldt, CEO of WeSports Group.

With this acquisition, WeSports Group further strengthens its offering in Bikes & Mobility. Beny will also benefit from the Company’s extensive assortment of both own and external brands, strong inventory capabilities, and smooth logistics – creating synergies that drive growth and efficiency improvements for all parties.

“We are excited to join WeSports Group. By combining our innovative strength and ability to identify new business models, together with WeSports Group’s extensive range and expertise, we can drive further growth for both parties. We also see new opportunities to bring solutions to the market – both online and in physical stores –which will be introduced soon,” Andreas Goldman, Co-founder and CEO of Beny Cyklar AB and Beny Resa AB.

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.se

About Beny Cyklar and Beny Resa

Beny Cyklar and Beny Resa enable retailers to offer benefit bikes to an already connected customer base through one of the strongest channels in the market. Their platform grants access to all Benifex-affiliated companies, as well as additional businesses seeking bike leasing solutions. In 2024, Beny Cyklar and Beny Resa generated revenues of 80 MSEK with a positive EBTDA result.

Read more about the company: www.beny.store

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Image Attachments

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