

## **SM SPORT NOW PART OF WESPORTS GROUP – CEMENTING THE POSITION AS THE LEADING ORIENTEERING SPECIALIST**

Malmö, April 15, 2025 – WeSports Scandinavia AB (“WeSports Group” or “the Company”) is expanding its presence in the Running & Outdoor category with the add-on acquisition and partnership with SM Sport Orienteering AB (“SM Sport”). SM Sport is an add-on acquisition to Pölder Sport and reported revenues of approximately 11 MSEK with a positive EBITDA result, in 2024.

SM Sport, founded in 1993, has established itself as a specialist in orienteering and trail running equipment, operating both a physical store in Mölnlycke, just outside Gothenburg, and their online platform, [www.smsport.se](http://www.smsport.se).

The company will join WeSports Group’s subsidiary Pölder Sport, further reinforcing the position as the leading orienteering specialist in the Nordics. By integrating SM Sport, the Company strengthens its presence in Running & Outdoor, expanding product availability and accessibility for orienteering professionals and enthusiasts across the region. The integration also enables SM Sport to leverage WeSports Group’s extensive retail network and distribution infrastructure.

“We are proud to welcome SM Sport to our team. Together, we will strengthen our mutual offering and further cement our position as the #1 destination for the Nordic orienteering community. By combining our capacities with SM Sport’s specialist knowledge and local presence, we will create even greater value for our customers while driving growth”, says Johan Palmquist, CEO of Pölder Sport.

“With WeSports Group’s scale and infrastructure, SM Sport, together with Pölder Sport, can continue to develop their offering, while staying true to their specialist expertise. This partnership also enables SM Sport to grow, reach new customers, and keep supporting the orienteering and trail running community at the highest level. We are eager to see the results of our combined strengths”, comments Martin Appelfeldt, 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. 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](https://www.wesportsgroup.com)

#### **ABOUT SM SPORT**

SM Sport is a specialist retailer in western Sweden, focused on trail running, orienteering, and endurance sports where running plays a central role. Founded in 1993, the company has grown from a small-scale operation into a well-established name in orienteering and trail running – serving customers both online and via its physical store in Mölnlycke, just outside Gothenburg.

In 2024, SM Sport revenues amounted to approximately 11 MSEK with a positive EBITDA result.

Read more about SM Sport: [www.smsport.se](https://www.smsport.se)

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#### **Image Attachments**

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