

## **WS WESPORTS GROUP ENTERS THE ATTRACTIVE GOLF MARKET: ACQUIRES NORDICAGOLF**

Malmö, December 12, 2025 – WS WeSports Group AB (publ) (“WeSports Group”, the “Group”, or the “Company”) strengthens its platform and enters the attractive golf category through the acquisition of an initial 30.1% stake in NG Partners AB (“NordicaGolf”). Through an option to acquire a majority of the shares, the investment results in the full consolidation of NordicaGolf into WeSports Group from the outset. Founded in 2006, NordicaGolf has become one of Europe’s leading providers of customized golf equipment, offering a broad range of custom-made golf clubs, balls, and grips. In 2024, NordicaGolf generated net sales exceeding 100 MSEK, with a sales CAGR of 26% from 2022 to 2024. The acquisition will contribute positively to WeSports Group’s EBITA margin.

“NordicaGolf has built a leading position in the European online golf market through its specialization and deep passion for the sport. We are very excited to welcome them to WeSports Group and enter a new sport that is experiencing fantastic growth”, says Ted Sporre, CEO of WS WeSports Group.

NordicaGolf offers an attractive entry point into the growing golf market. The category is characterized by highly engaged customers, making it ideal for dedicated specialists with deep expertise. Golf is experiencing record participation levels and renewed popularity, driven by a new generation of players and recent Swedish success stories on the international stage.

With a vision to make customized golf gear accessible to players at all levels, NordicaGolf has established itself as a leading online destination and specialist in customized golf equipment. The company operates from its premises in Sollentuna, Stockholm, serving customers across the Nordics and throughout Europe.

Initially, WeSports Group acquires a 30.1% stake in NordicaGolf, which will be fully consolidated into the Group’s financial reporting from the outset, reflecting the option to increase ownership to 51%. The agreement also provides a clear trajectory toward a 90.1% stake over the coming years. The acquisition is financed through the Group’s own cash reserves, with consolidation effective from January 2026.

“Since the beginning, our goal has been to make golf more personal and accessible through customized equipment. Joining WeSports Group marks an exciting next step in that journey – giving us the scale, experience, and resources to accelerate our growth and reach even more golfers across Europe”, comments Peter Vilhelmsson, CEO and Co-founder of NordicaGolf.

## **CONTACT**

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## **ABOUT WS WESPORTS GROUP**

WS 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. WS 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. FNCA Sweden AB is the Company's Certified Adviser on Nasdaq First North Premier Growth Market.

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