

TED SPORRE APPOINTED AS NEW CEO OF WESPORTS GROUP

Malmö, March 27, 2025 – The Board of Directors of WeSports Scandinavia AB (“WeSports Group” or the “Company”) has appointed Ted Sporre as the new CEO. Ted succeeds Martin Appelfeldt, who will continue to work within the Company as Senior Advisor, as well as developing the group’s IT infrastructure. Ted will take up his position as CEO at the end of Q2, 2025.

“We are delighted to welcome Ted to WeSports Group. With his drive and experience, he will contribute strongly to our continued growth and development. His leadership style and ability to challenge competitive and established markets, as well as scaling entrepreneurial businesses, make him a perfect fit for the next step in our journey. I would also like to thank Martin Appelfeldt for his work. His contributions have been crucial in taking the Company to where we stand today. We are grateful for Martin's continued commitment to WeSports Group”, says Johan Ryding, Chairman of the Board of WeSports Group.

“WeSports Group's development since 2019 has been remarkable, going from a local challenger to an international leader in multiple categories. Now, Ted joins us at an exciting time as we work to further cement and expand our leadership position in key focus areas. Having achieved our goals for the Company’s first five years, we are motivated to take the next step in WeSports Group’s journey. We are glad to welcome Ted to our team”, says Mikael Olander, Principal owner and Board Member at WeSports Group.

Ted has extensive experience in executing growth plans, e-commerce, and leadership in international listed environments. He joins WeSports Group from AUTO1 Group, Europe's largest digital platform for used cars, where Ted was Vice President and Managing Director in the Nordics for over eight years. During this time, he successfully developed businesses, such as Viköperdinbil.se, AUTO1.com, and Autohero to market-leading positions in the Nordics, growing turnover by more than 10x. Furthermore, Ted participated in the company’s IPO in 2021.

Before that, Ted worked as a consultant at Bain & Company, focusing on strategy, M&A, and business development. Besides his professional accomplishments, Ted has a background as an elite program handball player. He holds two master’s degrees, one in Industrial Engineering & Management from Chalmers University of Technology and one in Business Administration from the University of Gothenburg, along with studies at Stanford University and the University of California, Berkeley.

“WeSports Group has rapidly established itself as a unique player with a strong position in Nordic sports retail. With a growing market of passionate athletes and fitness enthusiasts, we can

capitalize on the ongoing shift in retail, where specialists are becoming increasingly prominent. The timing for the Company could not be better. I look forward to being part of a strong team of driven entrepreneurs and committed owners. Together, we are ready to take WeSports Group to new heights”, comments Ted Sporre.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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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.wesports.se

Image Attachments

[Ted Sporre_1](#)

[Ted Sporre_2](#)

[WeSports Group_Logo_Black](#)

[WeSports Group_Logo_White](#)