

WS WESPORTS GROUP ENTERS COLLABORATION WITH EEZI: SUPPORTING THE NEXT GENERATION OF ATHLETES

Malmö, December 18, 2025 – WS WeSports Group AB (“WeSports Group”, the “Group”, or “the Company”) has entered a collaboration with Eezi, a Swedish platform that enables sports clubs to raise funds – helping more children to participate in sports, regardless of economic background. Eezi collaborates with some of Sweden’s most recognized athletes, including former Olympic gold medalists Carolina Klüft and Anja Pärson.

“Eezi represents an initiative that aligns with our purpose – to inspire more people to live active lives from a young age, and to support the foundation of Swedish sports. We are proud to contribute to a platform that benefits families, clubs, and the sports community”, says Ted Sporre, CEO of WS WeSports Group.

The Swedish company, Eezi, provides sports clubs with a digital fundraising tool. Through their platform, clubs can sell access to exclusive offers from trusted brands, without handling physical products or logistics. Fifty percent of every sale goes directly to the club, ensuring recurring, sustainable income that helps reduce the cost of participation for children and youth.

The collaboration brings together Eezi’s mission to strengthen Swedish grassroots sports and WeSports Group’s vision to make sports more accessible through specialist retail, innovation, and community engagement. Several of the Company’s brands and retailers will join Eezi’s platform, offering exclusive deals to the sports community while supporting local clubs across Sweden. Among these are Addnature, Löparshop, Outdoorexperthen, Pölder, Tengo, Tretorn, and Träningsmaskiner.

“We believe in the power of community and want to make it easier for more people to be part of it. WeSports Group’s decision to support Eezi means a lot. They share Eezi’s values of partnership, exercise, and sustainability – demonstrating that the business community also can play an important role in strengthening Swedish sports.

We hope that their commitment will have a positive effect and inspire more brands and e-tailers to join Eezi. The more people who join, the greater the difference the associations can make in their everyday lives.

Eezi is about creating something long-term, where clubs get a recurring and sustainable income, and where companies can get involved and make a real contribution. It’s a modern way to support Swedish sports, where every purchase from Eezi makes a difference – over and over again”, says Carolina Klüft and Anja Pärson, ambassadors for Eezi.

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The collaboration aligns with the Company's strategy to engage across all levels of sport – from professional athletes to the grassroots community. By joining Eezi's network, WeSports Group's companies will reach a loyal and value-driven audience while supporting a meaningful cause for the next generation of athletes.

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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

ABOUT EEZI

Eezi is a Swedish digital platform that helps sports clubs raise funds – easily, sustainably, and without unnecessary products or logistics. Through Eezi, clubs sell access to exclusive offers from well-known companies, with 50% of all proceeds going directly to the club.

The platform's vision is to ensure that every child can participate in sports and follow their dreams, regardless of economic circumstances. Eezi is proudly supported by Swedish sports legends Carolina Klüft and Anja Pärson.

Read more about Eezi: www.eezi.se

Image Attachments[WS WeSports Group x Eezi – Banner](#)