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PRESS RELEASE

Luther advises New Wave Group on the acquisition of the uhlsport Group

Stuttgart, 2 September 2026 – Luther Rechtsanwaltsgesellschaft mbH has provided legal advice to the Swedish company New Wave Group AB (publ) on its acquisition of all shares in uhlsport GmbH.

New Wave Group has signed an agreement to acquire 100 per cent of the shares in uhlsport GmbH. A Luther team led by Thomas Kuhnle advised New Wave Group on the corporate and transaction law aspects of the acquisition, as well as on property and competition law issues.

The long-established company, headquartered in Balingen, Baden-Württemberg, develops and distributes clothing, accessories and equipment for team sports, particularly football and handball. In addition to central warehousing facilities in Balingen and Bisingen, the group has subsidiaries in France, Sweden and Spain and distributes its products throughout Europe and internationally.

With this acquisition, New Wave Group is further expanding its position in the international team sports business. The brands and distribution structures of both groups complement one another, particularly in the areas of football and handball. This gives the uhlsport Group access to a broader brand and product portfolio, as well as to New Wave Group's international distribution structures. In future, uhlsport is to be assigned to New Wave Group's Sports & Leisure business segment.

The transaction is structured as a share deal. Completion is subject to the necessary competition law approvals and is scheduled for 1 October 2026.

New Wave Group is being advised by the Austrian law firm KWR, a partner firm of unyer, on the competition law notification in Austria.

About New Wave Group AB (publ):

New Wave Group is a growth-oriented group of companies that develops, acquires and further develops brands and products in the Corporate, Sports & Leisure and Gifts & Home Furnishings sectors. In 2025, the Group generated turnover of SEK 10 billion. The parent company's B shares are listed in the Large-Cap segment of Nasdaq Stockholm. The Group's headquarters are in Gothenburg, Sweden.

About the uhlsport Group:

The uhlsport Group is a long-established German multi-brand company headquartered in Balingen, Baden-Württemberg. The company develops and distributes clothing, accessories and equipment for team sports, particularly football and handball, under the uhlsport and Kempa brands. With central warehouses in Balingen and Bisingen, as well as subsidiaries in France, Sweden and Spain, the Group operates throughout Europe and internationally.

For New Wave Group AB (publ):

Corporate/M&A: *Dr Thomas Kuhnle* (Partner, lead), *Rares Holonec* (Senior Associate), *Marco Kühne-Hellmessen* (Associate)

Real Estate: *Iris Glönkler* (Partner), *Vivienne Blank* (Senior Associate)

Competition Law: *Prof. Dr Christian Burholt*, LL.M. (Partner), *Ann-Kristin Freiheit* (Senior Associate)

unyer/KWR, Austrian Competition Law: *Thomas Frad* (Partner)

Luther Rechtsanwaltsgesellschaft mbH

Luther is a leading German commercial law firm that offers comprehensive legal and tax advice. The full-service law firm employs over 420 lawyers and tax advisors and is represented in ten German economic hubs as well as with 12 of its own international offices in key investment locations and financial centres in Europe and Asia. Its clients include medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions. Luther is a member of unyer (www.unyer.com), a global organisation of leading professional services firms that cooperate exclusively with each other.

Luther Rechtsanwaltsgesellschaft mbH is a law firm with a business approach: our innovative awareness aspires us to provide our clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit. All of Luther's lawyers and tax advisers have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Luther was honoured as JUVE Law Firm of the Year for Regulation in 2024. Further information is available at: www.luther-lawfirm.com.

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