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TERM SHEET

Company	WS WeSports Group AB (publ) ("WS WeSports Group" or the "Company")
Offering type	Initial Public Offering ("IPO")
Securities offered	New and existing ordinary shares
Listing Venue	Nasdaq First North Premier Growth Market
Bloomberg Ticker / ISIN	WSG SS / SE0026853335
Price	SEK 80 per share
Implied market cap	The Price corresponds to a post-money equity value of c. SEK 2,225m / c. USD 236m
Business description	WS WeSports Group is the leading Nordic specialist group in sports and leisure equipment. The Company owns and develops strong product brands, online destinations, physical stores and distributors with a focus on offering high-quality equipment for both elite athletes and the active enthusiast. The company has market leading positions in the most attractive sports categories such as cycling, fitness, running, hockey, floorball, skiing and outdoor. For the twelve-month period ended 30 September 2025, WS WeSports Group generated net sales of SEK 2.8 billion and adjusted EBITA of SEK 146 million, corresponding to an adjusted EBITA margin of 5.1 percent ¹ . During the twelve-month period and in connection with the IPO, the company has entered agreements to acquire or has completed four acquisitions ² , some of which were consolidated during parts of the period while other were not consolidated. The illustrative incremental effect from these acquisitions amounts to approximately SEK 0.8 billion in net sales and approximately SEK 53 million in adjusted EBITA for the twelve-month period ended 30 September 2025.
Offering structure	<ul style="list-style-type: none"> Primary offering: Up to 5,280,434 newly issued shares c. SEK 422m / c. USD 45m (the "Primary Offering")³ Secondary offering: Up to 154,348 existing shares (c. SEK 12m / c. USD 1m) (the "Secondary Offering") Base Offering: Up to 5,434,782 (c. SEK 435m / c. USD 46m) (the "Base Offering") Greenshoe: Up to 815,216 existing shares (c. SEK 65m / c. USD 7m), 15% of the Base Offering offered by All-On-Green Tre AB (Owned by Peter Rosvall) and All-On-Green Fem AB (Owned by Martin Edblad) Total offer incl. Greenshoe: Up to 6,249,998 shares (c. 22.5% of TSO / c. SEK 500m / c. USD 53m) (the "Offering")
Expected free float	c. 25% of TSO (assuming full exercise of the Greenshoe)
Use of proceeds	WS WeSports Group intends to use the proceeds from the Offering to strengthen the balance sheet and accelerate growth, primarily by financing selective platform and/or add-on acquisitions and to a lesser extent for growth projects within existing companies within the Group, as well as general corporate purposes
Selling Shareholders	Please see the prospectus for details on Selling Shareholders
Cornerstone commitments	DNB Asset Management, Handelsbanken Fonder and Svea Bank AB (together the "Cornerstone Investors") have, under certain customary conditions, undertaken to acquire shares in the Offering of approximately SEK 150m corresponding to c. 30% of the total offer and c. 7% of the Company's total share capital and votes after completion of the Offering
Main shareholders pre-IPO	<ul style="list-style-type: none"> All-On-Green Ett AB (Indirectly owned by Mikael Olander): 23.3% All-On-Green Fem AB (Indirectly owned by Martin Edblad): 14.2% All-On-Green Tre AB (Indirectly owned by Peter Rosvall): 14.2% <ul style="list-style-type: none"> Founders and management holds together 53.9% Axel Lindgren AB (Indirectly owned by Lars Lindgren): 11.3% <p>Co-founder Mikael Olander, the company's largest shareholder and board member, will not sell any shares in the Offering. The existing shares will be provided by other existing shareholders in the Company (the "Selling Shareholders")</p>
Lock-up⁴	<ul style="list-style-type: none"> Senior management of WS WeSports Group, Board members and Company: 360 days Shareholders owning more than one 1%: 180 days Certain shareholders owning one 1% of TSO or less: 90 days Ted Sporre, Tim Holmlund Meier, Niklas Hammar, Niklas Jarl, Mikael Olander, Peter Rosvall and Martin Edblad⁵ have entered an agreement to regulate the disposal of shares following the expiry of the lock-up period
Selling restrictions	<p>The shares will be offered to;</p> <ul style="list-style-type: none"> The general public in Sweden Institutional investors in Sweden and abroad <p>The offering to institutional investors will only be made to certain institutional investors outside the United States, pursuant to Regulation S under the U.S. Securities Act of 1933, as amended (the "U.S. Securities Act").</p>
Syndicate	DNB Carnegie is acting as Sole Global Coordinator and Joint Bookrunner ABG and Danske Bank are acting as Joint Bookrunners
Expected Timetable	<ul style="list-style-type: none"> Application period for institutional investors in Sweden and abroad: 2 December – 8 December 2025 Application period for the general public in Sweden: 2 December – 8 December 2025 (ends at 12:00 CET) First day of trading in the Company's shares on Nasdaq First North Premier Growth Market: 9 December 2025 Settlement date: 11 December 2025

¹The financial information relating to the last twelve months as of 30 September 2025 has been retrieved from the Group's accounting and reporting system and has not been audited or reviewed by the Company's auditor.

²The acquired companies include Thevea Brands Group AB and Sportsmaster AS (not consolidated during the period), as well as How Soon Is Now Holding AB and SkiCom Sweden AB (consolidated since Q2 2025).

³WS WeSports Group intends to use SEK 350m as gross proceeds to the Company, with the remainder used as cash payment for acquisition warrants in connection with the IPO.

⁴WS WeSports Group's existing shareholders, including members of the Board of Directors and senior executives, who collectively own approximately 97 percent of the outstanding shares and votes in the Company immediately prior to the Offering, have entered into lock-up undertakings.

⁵Mikael Olander indirectly through All-On-Green Ett AB, Peter Rosvall indirectly through All-On-Green Tre AB and Martin Edblad indirectly through All-On-Green Fem AB

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