

PRESS RELEASE

Hufvudstaden welcomes Activate to Gothenburg

Hufvudstaden has signed a lease agreement with the international experience concept Activate for a space in the property 8:24 Fyran in Gothenburg. The premises cover 733 square metres.

Activate is an interactive game and activity center from Canada, where physical activity is combined with digital technology across various challenge-based game zones. The concept is already established in over 65 locations across USA, Canada, UK, and Dubai. This will be the first location in Sweden and one of the very first in the Nordics.

“We are very pleased to welcome Activate to Nordstan in Gothenburg. This is an exciting concept that brings something entirely new to the city centre and is perfectly aligned with our ambition to create vibrant meeting places where people want to spend time,” says Malin Måhlin, Leasing Manager Gothenburg, Hufvudstaden.

The concept appeals to all age groups and customer segments – including young people, students, families, and companies looking for new formats for social interaction and teambuilding. The opening is planned for early 2026.

“Gothenburg is the perfect location for our first establishment in Sweden. Hufvudstaden’s property in Nordstan offers a fantastic setting for reaching everyday visitors as well as groups looking for a new kind of experience,” says Håvard Olstad, CEO, Activate Games Scandinavia.

This marks another step in Hufvudstaden’s ongoing efforts to develop attractive urban environments with strong elements of retail, culture, and experiences.

Gothenburg, 26 August 2025

HUFVUDSTADEN AB (publ)

For further information, please contact:

Kristina af Klercker, Press Contact, kristina.klercker@hufvudstaden.se, telephone +46 8-762 90 87.