



Stockholm, 13 February 2023

LEDAP and Racketspecialisten launch ledapshop.com, a new global ecommerce concept

One year after the acquisition of Racketspecialisten by LEDAP Group, the e-commerce company expands its business to reach padel players in more countries with the new international omni-channel concept "LEDAP Shop". In phase one, ledapshop.com will be launched throughout Europe and first markets are Germany and Austria – followed by Netherlands, France and Belgium during spring 2023. More markets will follow, and the long-term goal is to be the number one Padel Shop globally.

LEDAP Shop will initially be made available through the online platform "www.ledapshop.com", but will over time be offered through a comprehensive omni-channel concept, integrated at in-club stores, events and in other digital channels.

Kristian Ekeland, CEO of Racketspecialisten, the leading eCommerce player for padel and racket sports in the Nordics: *"We are excited to launch LEDAP Shop that will drive our ambitious growth agenda throughout the world of padel – both as an online eCommerce business but also as a Shop concept within the LEDAP clubs. LEDAP Shop will offer padel players a complete assortment of equipment, accessories and apparel – in an eCommerce filled with educational and inspirational content. Furthermore, with an integrated approach between the eCommerce and in-club stores and activities, Racketspecialisten and LEDAP will further enhance the padel experience with a unique omni-channel offering."*

LEDAP already operates more than 130 padel clubs across 9 countries. *"LEDAP today operates across five different verticals and reinforcing our ecommerce capabilities is an important strategic milestone in our ambition to establish LEDAP as an integrated platform to drive the growth, innovation and not least the digitalization of padel."* says Eno Polo, LEDAP Group CEO. "

Ready. Set. Go. #letsplay

www.ledapshop.com

L E D A P



About Racketspecialisten

Racketspecialisten Norden AB ("Racketspecialisten", "RS") was founded in 2007 and is today the leading online supplier of racket sports equipment within the Nordic region and currently serves customers primarily through its websites, supported by the HQ and showroom in Stockholm, in combination with its concept stores throughout Sweden.

About LEDAP

LEDAP, established in 2021, is an international group of padel companies, currently present in Sweden, Norway, Finland, Denmark, Poland, Spain, Austria, UAE, Germany and the UK. LEDAP operates an extensive network of Padel clubs across those countries and aims to become the world's leading platform to drive the growth, innovation, digitalization, and professionalization of the sport of Padel. LEDAP strives to make padel available to all and will expand the sport by providing infrastructure and inspiration for all types of padel players.

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