



Stockholm, 20 June 2022

LeDap enters Germany and UK opening the first We Are Padel clubs

LeDap continues its expansion by entering two of Europe's key markets: Germany and UK. The first We Are Padel clubs outside Sweden are opening this week in Düsseldorf, Germany, and Derby, UK. Other clubs in London, Hamburg, Berlin and Koblenz will follow in the upcoming weeks

Pontus Gustafsson, Group CEO of LeDap and founder of We Are Padel: *"We are thrilled to open our first We Are Padel club outside Sweden this year. We started We Are Padel in 2017 in Örebro, and after becoming the market leader in Sweden we are excited to expand our brand across the world. It will be LeDap's main brand for Padel club operations. We Are Padel has developed a strong concept for all type of players, and an articulated ambition to growth the sport for young and children. We look forward to further promoting and developing the sport in Germany and UK."*

With 10 indoor panoramic courts in Düsseldorf and 11 in Derby, We Are Padel are now the largest indoor padel clubs in Germany and UK.

Philip Aychouh and Henning Kirkhorst will manage the operations in Germany for LeDap. *"Henning and I have a clear vision on how we want to expand Padel in Germany and we are pleased to be partnering with LeDap to sustain our growth ambitions in the country" says Philip Aychouh. "Germans have a strong racket sport culture and the demand for Padel is growing fast, we are committed to offering our players the best Padel experience in the country"*

In the UK Leander van der Vaart, Erik de Wit and Rosco Muller will lead the mission of We Are Padel clubs for LeDap *"Our ambition is to build the biggest padel community in the UK opening clubs that are social and inclusive meeting places where everyone enjoy and feels good, regardless of level, age or gender" says Rosco Muller.*

"Germany and UK are key markets not just for LeDap Group but for the expansion and development of Padel as a global sport and one day an Olympic discipline. We look forward to establishing our presence in these countries" says Per Agebäck, Chairman LeDap Group.

Ready. Set. Go. #letsplay

L E D A P



About LeDap

LeDap, established in 2021, is an international group of padel companies, currently present in Sweden, Norway, Finland, Denmark, Poland, Spain, Austria Germany, UK and UAE. 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 padel sport by providing infrastructure and inspiration for all types of padel players, with a vision to actively contribute to making padel an Olympic sport.

www.ledap.com

https://www.instagram.com/ledap_group/

Press contact LeDap

Elena Galli

Email: press@ledap.com

Press contact Germany

Henning Kirkhorst

Email: kinkhorst@ledap.com

Press contact UK

Rosco Muller

Email: r.muller@wearepadel.com