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# LeDap acquires Padel Club Denmark

*LeDap Group ("LeDap") today announces the acquisition of Padel Club Denmark ("PCDK"), the largest padel chain in Denmark.*

Pontus Gustafsson, Group CEO of LeDap: "We are very excited about this new partnership. Denmark is a top priority growth market for LeDap and we look forward to working together with the talented management team and employees of PCDK to further promote and develop the sport in Denmark."

Søren Stoklund, Co-founder of PCDK: "We are pleased to welcome LeDap as new owners of PCDK. To become part of a large international padel group offers PCDK the opportunity to accelerate our growth ambitions in Denmark and to further enhance our concept."

PCDK currently operates 12 padel centers and 85 courts and is the leading padel chain in Denmark. Additionally, PCDK has developed its internal booking system Bookli, and also provide mobile padel courts under the brand - Padel PopUp. The existing management in PCDK will continue to be actively involved in the combined business.

"Padel has really taken off in Denmark and the investments in Padel Club Danmark is therefore a very important investment for LeDap as we seek to establish market leading positions in all markets where we are active. We look forward to partnering with the company to further expand the sport in Denmark. Our ambitions are high, and in partnership with our group companies and the global padel community, we want LeDap to contribute to making padel an Olympic sport." says Per Agebäck, Co-Head of Triton's Consumer Sector and Chairman of LeDap Group.

Ready. Set. Go. #letsplay

## About PCDK

PCDK is Denmark's largest padel chain and started in 2019 in Kolding. PCDK's holistic concept by combining high-quality centers with its own digital platform and mobile padel courts, has created numerous advantages in the Danish padel market. PCDK is dedicated to growing the sport of padel amongst the youth and kids, with a special focus on engaging the players through associations. As part of this, PCDK has made an agreement with one of the best padel academies from Spain, that will provide quality training to the many new padel players in Denmark.

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, Estonia, Spain and Austria. LeDap operates more than 100 centres with over 700 padel courts 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. By the end of 2022, LeDap expects to be present in more than 200 locations and operate more than 1,700 courts.

## Press contact

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