



Stockholm (Sweden), 25 October 2021

LeDap to create the world's leading Padel group

LeDap Group ("LeDap") today announces its establishment with an ambition to become the world's leading platform to drive the growth, innovation, digitalization and professionalization of the sport of Padel.

The creation of LeDap has been made possible through more than 30 acquisitions that Triton has supported in partnership with management teams, co-owners and passionate Padel entrepreneurs. The core of the group is focused on operating Padel centres and LeDap has been established in Sweden, Norway, Finland, Denmark, Poland, Estonia and Austria. The Group today manages more than 90 centres with over 600 Padel courts.

As of October 2021, the main group companies include We Are Padel (Sweden), Just Padel (Norway), Padel Club Finland, Padel Tampere and ProPadel (Finland), and Padel Zone (Austria). Several additional locations have been contracted and will be opened in the coming months. By the end of 2022, LeDap expects to be present in more than 200 locations and operate more than 1,700 courts.

Pontus Gustafsson, Chairman of We Are Padel and appointed Group CEO of LeDap: *"We love the sport of Padel and are very excited about the partnership with Triton. We have worked side by side to form LeDap and see tremendous opportunity to develop the sport going forward, as well as to expand and promote the Padel associations for children and younger players. Padel is characterized by a lot of passion and entrepreneurship. With LeDap, we add ambition and a holistic strategic approach that will help the sport grow and professionalize globally."*

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LeDap will expand the Padel sport by providing infrastructure and inspiration for all types of Padel players. The group is also investing significantly to ensure that children and the younger generation get the opportunity to practice the sport and increase their physical activity level through a fun and inclusive experience. LeDap's group companies therefore seek to establish close cooperation with local Padel sport associations in the communities where they are active.

In the establishment of the company, Triton has been advised by Urban Johansson, (owner of Swedish Padel Open) and Hernan Auguste (former #1 Padel player in the world and former International Manager at the World Padel Tour), both who have accepted to assume active roles in the company going forward.

"LeDap offers many of the key aspects that we look for in an investment – strong and accelerating structural growth, a clear ESG agenda where we can contribute to increased physical activity, and the opportunity to build a digital echo system around the sport. Our ambitions are high, we strive to make Padel available to all, and in partnership with 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.

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About LeDap

LeDap, established in 2021, is an international group of Padel companies, currently present in Sweden, Norway, Finland, Denmark, Poland, Estonia and Austria. LeDap operates more than 90 centres with over 600 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. **Ready. Set. Go. #letsplay**

About Triton

Since its establishment in 1997, Triton has sponsored ten funds, focusing on businesses in the industrial & technology, services, consumer and health sectors. The Triton funds invest in and support the positive development of medium-sized businesses headquartered in Europe.

Triton seeks to contribute to the building of better businesses for the longer term. Triton and its executives wish to be agents of positive change towards sustainable operational improvement and growth.

The 49 companies currently in Triton's portfolio have combined sales of around EUR 18 billion and employ around 104,000 employees. For more information: www.triton-partners.com

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