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LeDap Group acquires Swedish Padel Open

LeDap Group ("LeDap") today announces the acquisition of Swedish Padel Open ("SPO"), the leading organizer of Padel tournaments in Sweden, and the exclusive rights to run the only two World Padel Tour (WPT) competitions in Sweden.

The core of LeDap is focused on operating Padel centres. With the acquisition of SPO, LeDap further broadens its operations within Padel to also include tournaments and direct involvement in the professional side of the sport.

Pontus Gustafsson, CEO of LeDap: "We are very excited about this acquisition. We are taking a holistic view on the sport of Padel. While our core centre business is focused on making the sport of Padel available to all, the tournaments is truly the showcase of the sport. We aim to not only make Padel popular to play, but so also attract and build the interest of the spectators. Just like a family can play Padel together, we want them to also go and watch Padel together."

Swedish Padel Open is today owned by Nicklas Persson and Urban Johansson, who will remain as minority shareholders and will continue to be actively involved in the tournaments. "It is exciting to team up with LeDap in taking Swedish Padel Open and the tournaments of Padel to the next level. We share the same vision of growing the sport, and as part of LeDap, we will have a platform and the resources to make that happen," says Nicklas Persson, Chairman of Swedish Padel Open.

The 2021 Swedish Padel Open will be held in Malmö Arena between November 10-14, 2021. It is the world's largest Padel tournament and the world's top Padel players will be coming to Sweden. The qualifications for the tournament will be played in We Are Padel's new centre in Skurup.

Urban Johansson, Tournament Director of Swedish Padel Open: "The timing of this new partnership is perfect. Next week, Malmö will be taken over by Padel enthusiasts and world class players, and we are committed to show everyone what a great sport Padel is to watch. It is very interesting for us to be part of globally developing the professional side of the Sport together with LeDap going forward."

L E D A P



“We have high ambitions for the sport of Padel and LeDap. Together with the global Padel community, we want to contribute to making Padel an Olympic sport. Organizing good tournaments that increase the interest for Padel as a spectator sport is an important part of the work ahead. Acquiring Swedish Padel Open is a first exciting step on that journey,” says Per Agebäck, Chairman of LeDap.

Swedish Padel Open’s next tournament will be organized in Stockholm in the spring of 2022.

Ready. Set. Go. #letsplay

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. LeDap is majority owned by the European Private Equity firm Triton.

About Swedish Padel Open

Swedish Padel Open is the leading organizer of Padel tournaments in Sweden. The Malmö tournament 2021 is part of the World Padel Tour (WPT) and is the first competition in Sweden and northern Europe at this level (Open level). The world’s best players will take part in the tournament, which in addition to the professional tournament will include Pro Am competitions, Padel Clinics, exhibition matches, seminars and other events and activities. Since its inception, Swedish Padel Open has aspired to bring the best Padel experience to Sweden and to arrange the best Padel tournament in the world. More info at: www.swedishpadelopen.se

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