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# LeDap enters Middle East through acquisition of *A Team Experience* in Abu Dhabi

*LeDap Group ("LeDap") today announces expansion into the fast-growing Padel market in the Middle East through the acquisition of A Team Experience in Abu Dhabi. LeDap has formed a partnership with the founders of A Team Experience to accelerate growth in the region. The first centre opened on Yas Island in Abu Dhabi this week, to be followed by several additional secured locations during 2022. Further expansion in the Middle East through organic initiatives and acquisitions to follow.*

Pontus Gustafsson, Group CEO of LeDap: "This is an important milestone for LeDap as we now take our first step with international expansion outside Europe in line with our mission to make Padel available for all. The interest for the sport is growing fast in the Middle East and with A Team Experience we have found the right local business partner to drive expansion in the region."

A Team Experience has taken a structured approach to expand Padel across Abu Dhabi with focus on creating unique sport facilities in key locations. The ambition is to create active meeting places that combine sport, health and social gatherings. The first centre opened on February 16 and will be followed by several additional secured locations in 2022.

LeDap has partnered up with A Team Experience's founders and co-owners: Frants Steynberg, CEO, Marcus Ulander, Co-Founder and Careem Co-founder Magnus Olsson. They will remain significant shareholders and will continue to run the daily operations locally. Frants Steynberg: "We have a clear vision for how we want to expand Padel in Abu Dhabi and in the region. By partnering with LeDap, we get access to their knowledge, proven concept and infrastructure, and we can expand even faster."

"In our strategy work during the formation of LeDap group, we identified a set of top-priority regions outside Europe where the interest for Padel has taken off and where we see significant potential to grow and be part of shaping the local Padel community. The Middle East is our first launch on this global expansion plan, and we look forward to in due course announce additional locations" 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, 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.

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