



Stockholm, 3 February 2022

# LeDap launches new innovative and dynamic Padel centre concept; “LeDap Stockholm” first location

*LeDap Group (“LeDap”) today announces the launch of a new innovative Padel centre concept aimed at offering Padel enthusiasts a unique, dynamic and holistic experience. The centres will be branded “LeDap” and will be established in select locations in Europe and globally. The first centre, “LeDap Stockholm”, will open in April.*

Pontus Gustafsson, Group CEO of LeDap: *“We are very excited about the launch of this concept. During our work to establish LeDap we have seen many fantastic padel centres with great set-ups and creative ideas to offer Padel players something extra. We are now bringing those learnings together, adding our own views on how Padel can be experienced, and we integrate that into one unique concept under the LeDap umbrella.”*

LeDap centres will serve as uniting flagship locations in the markets where LeDap is present and will be a complement to the group’s strong offerings in each market. It will be creative and dynamic Padel destinations that offers something extra to players, families, partners, businesses and its surrounding societies. The place of play. The place of fun. The place of Padel.

## LeDap Stockholm

The first centre, *“LeDap Stockholm”*, will be a Padel centre beyond the ordinary and will open its doors in April 2022. The new padel destination will be located at the scenic lake Norrviken in Sollentuna north of Stockholm, a meeting place for everyone who appreciates world-class experiences, but with Padel in the center.

LeDap Stockholm will host 16 panoramic indoor courts and another six outdoors. With two competition courts with over 12 meters in ceiling height, permanent stands, generous space around all courts and with dedicated studio space for live broadcasts, the facility will cater to everything from youth activities and weekly leagues to family events and professional tournaments.

In addition to Padel, there will be a large restaurant, bar, and gym, as well as proximity to running tracks around the lake, swimming and barbecue area. The restaurant is located in the heart of the of the facility and can host up to 300 people.

L E D A P



LeDap Stockholm has the ambition to become a natural meeting place between business and sport. The facility also offers over 100 fully equipped coworking spots as well as high-end conference facilities with the latest technology and lake views. Corporate events, partnerships and other collaborations will be arranged in this dynamic environment.

In the creation of “LeDap Stockholm”, the company has partnered with the founding entrepreneurs Jeanette and Giovanni Fili. Mrs Fili, who will assume the role as Head of LeDap Stockholm: *“With this new concept, we want to set a new standard offering Padel players, their families and friends, a social, fun and inclusive dimension to the sport. To us, you are welcome to come and play Padel, socialize, take a sauna, enjoy a good cocktail in the bar or to enjoy a wonderful Sunday brunch with the family. We have something to offer everyone.”*

After Stockholm, sister clubs will open in several additional cities. Urban Johansson, responsible for the roll-out of LeDap-branded centres globally: *“We have an exciting journey ahead to continue establishing LeDap centres in select unique locations around the world. At LeDap we want to offer a great Padel experience to everyone, and this includes also offering the best and most dynamic locations you can play in. We are in the process of reviewing several additional locations and look forward to announcing exciting news in due course as we continue our ambitious expansion plans. Stay tuned.”*

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, 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

Oscar Karlsson

Phone: +46 70 962 78 42

Email: [press@ledap.com](mailto:press@ledap.com)

#### LeDap Stockholm

Jeanette Fili

Phone: +46

Email: [fili@ledap.com](mailto:fili@ledap.com)

#### LeDap Centres Global

Urban Johansson

Phone: +46 70 416 95 00

Email : [urban@ledap.com](mailto:urban@ledap.com)