

PADEL AS A SPORT

Padel is a racket sport that is best explained as a mix between tennis and squash.

Played on a court with a net, similar to tennis court, however, the court has walls and the balls can be played off them in a similar way as in the game of squash. The court is 10x20m (about 1/3 of a regular tennis court) and is surrounded by 3 meter high glass walls.

Padel is played in double, with solid rackets without strings and a regular tennis ball. An easily accessible, social and affordable sport with 4 paying players on an area equal to 1/3 of a tennis court.

Padel is one of the world's fastest growing sports with 20-25 million practitioners globally.

Positive underlying trends

- Health awareness contributes to an increasing interest in physical activity and well-being
- Larger share of wallet is spent on sport and leisure activities
- In a digitalized world, people's interest in real-world experiences increases

Attractive unit economics

- Padel engages 4 paying players per court (compared to 2 for other racket sports)
- Up to 3 padel courts fit on the area occupied by one tennis court
- In addition to court rentals, a padel centre generates significant additional sales in the form of e.g. food, drinks, exercise classes, corporate events and racket rental



OUR BACKGROUND

PDL was founded in 2015 in Stockholm, Sweden, by Jonas Björkman, Måns Zelmerlöw, Jonas Andersson and Henrik Söderberg (CEO).

We currently operate 33 PDL centers in Sweden and 1 PDL center in Zürich, Switzerland, with a total of over 230 courts.

PDL is thus Europe's largest padel chain.

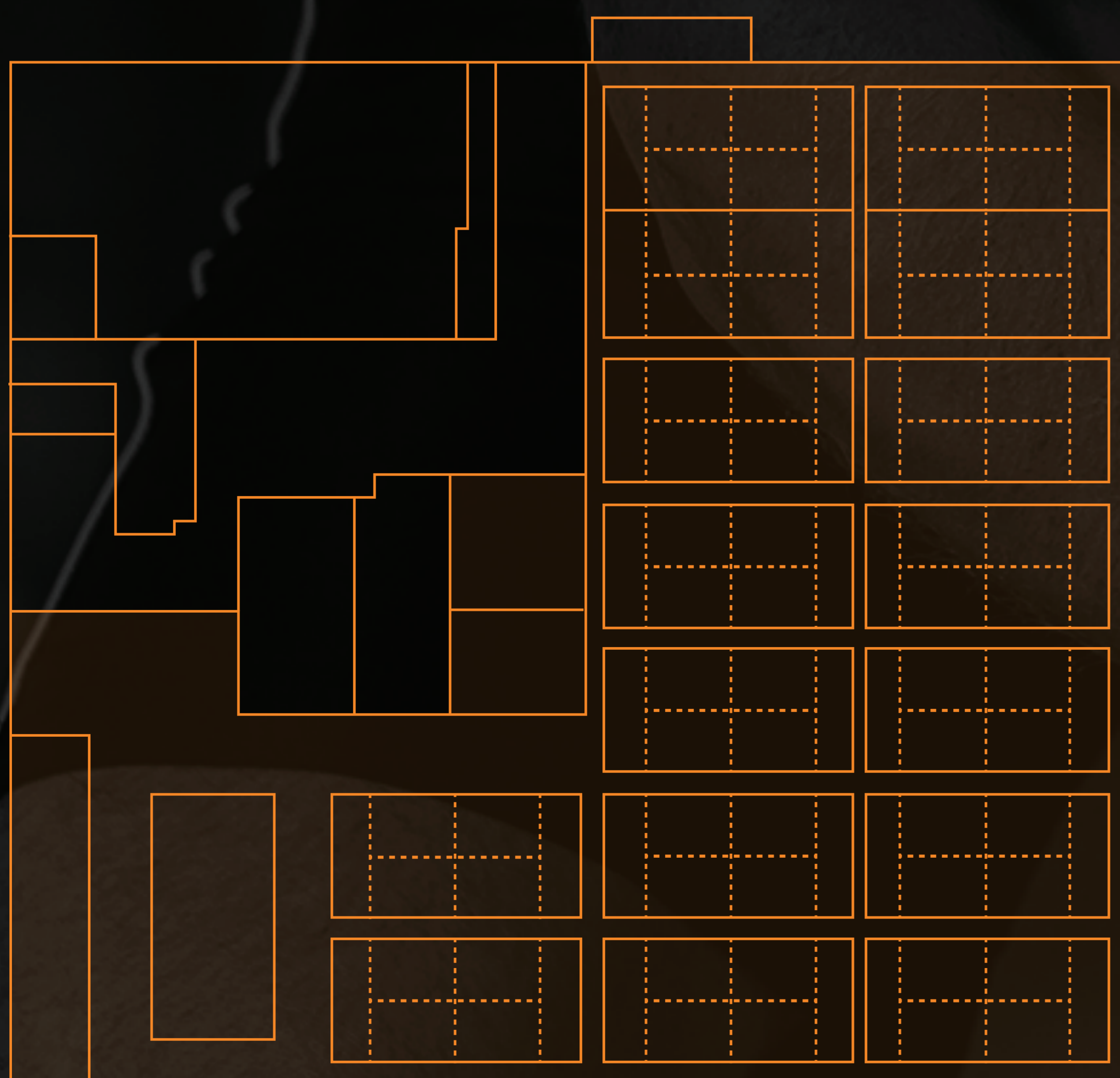
PDL has high ambitions plans for continued expansion, in both Sweden and the rest of Europe, and is therefore looking for suitable premises.

SITE CRITERIA

- Industrial / Roadside / Retail Parks etc
- Ideally 15,000 to 30,000 sq ft
- Min. 7 m ceiling height
- Affluent towns/suburbs around The M25
- A focus on Surrey for UK site No.1
- Target of 10 trading in UK by end 2022
- D2 use (E)

Leadership and owners

- PDL is owned by our founders and Fidelio Capital
- Henrik Söderberg is PDL's founder and CEO
- Fidelio is a Swedish investment company whose investors consist of families and individuals with a long history of entrepreneurship
- Experienced, committed and long-term entrepreneurs / owners with high ambitions for the continued expansion, in Sweden and the rest of Europe



EXAMPLE OF LAYOUT (LARGE CENTER)

RETAINED ADVISORS

Richard Grossman
rg@lewiscraig.co.uk
07710 116 825

Theo Benedyk
tb@lewiscraig.co.uk
07825 270 291

