

PADEL SQUARE

**PADEL: EXPLODING IN EUROPE,  
READY TO TAKE OFF IN THE U.S.**

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**PADEL IN EUROPE AND IN THE WORLD**

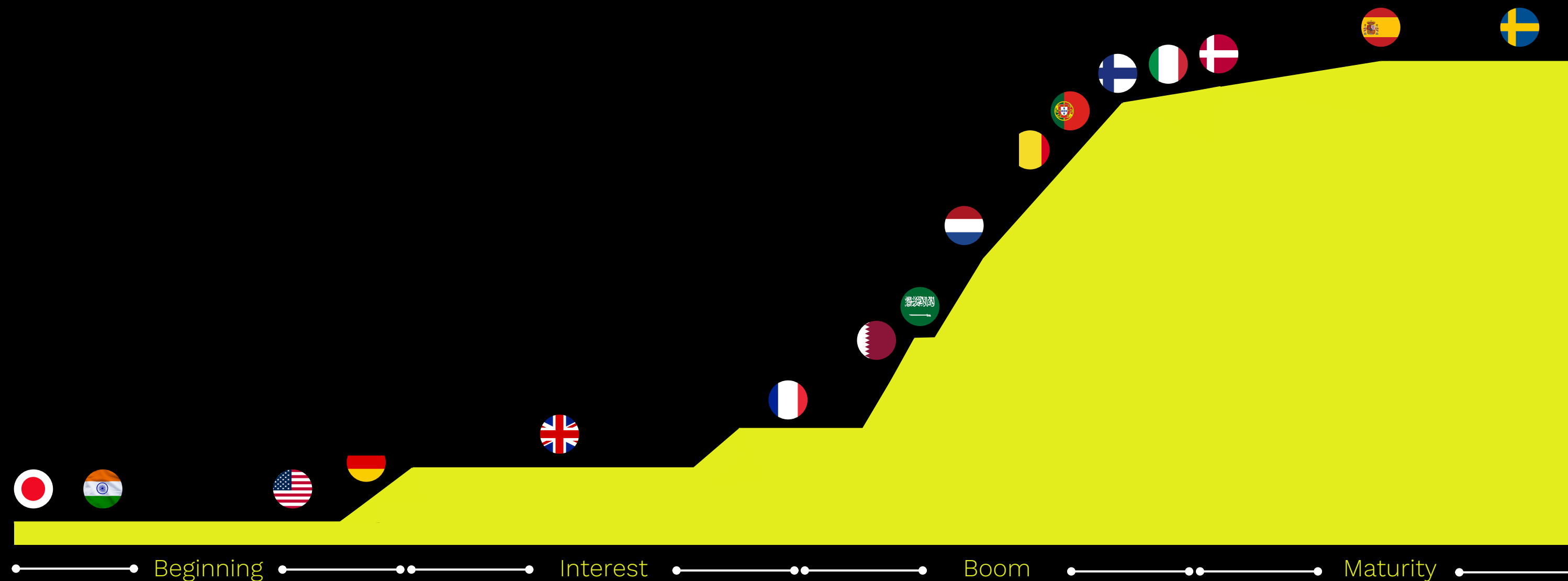
MARKET ANALYSIS

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# PADEL GROWTH DEVELOPMENT SHAPE

Source : Local Federations, Padel Lands, Playtomic, Monitor Deloitte Analysis

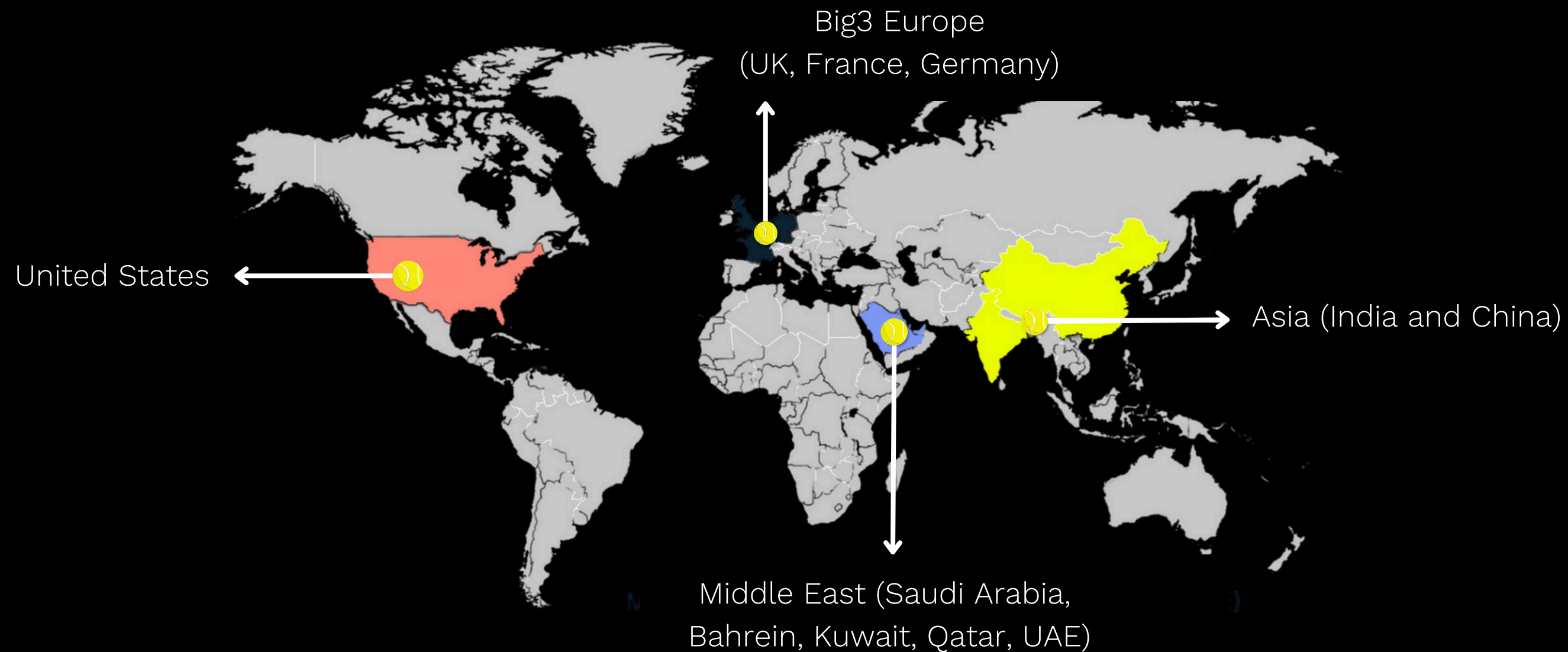


While padel has achieved maturity and witnessed remarkable growth in certain regions, particularly in Europe, **there remains substantial untapped potential in numerous countries of international significance.**



## REGIONS WHERE PADEL IS EMERGING

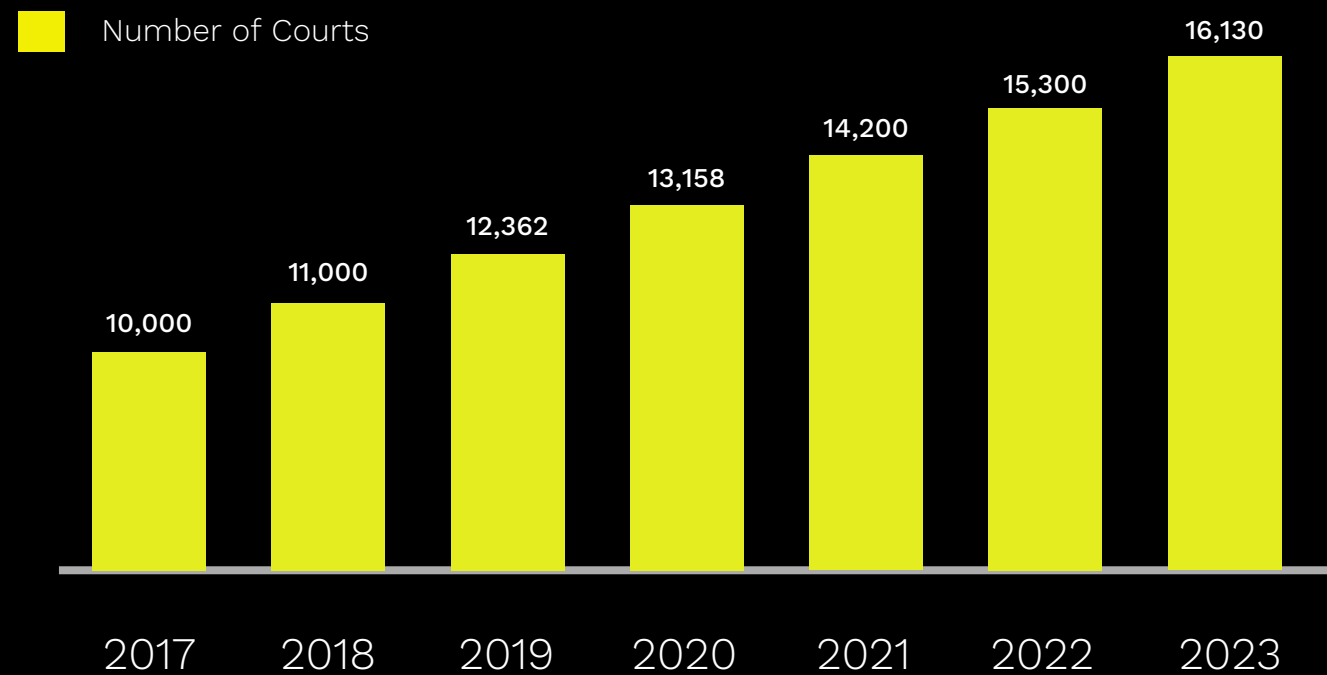
Padel is progressively establishing itself as a global sport, and its future development will be driven by its expansion in strategic regions.



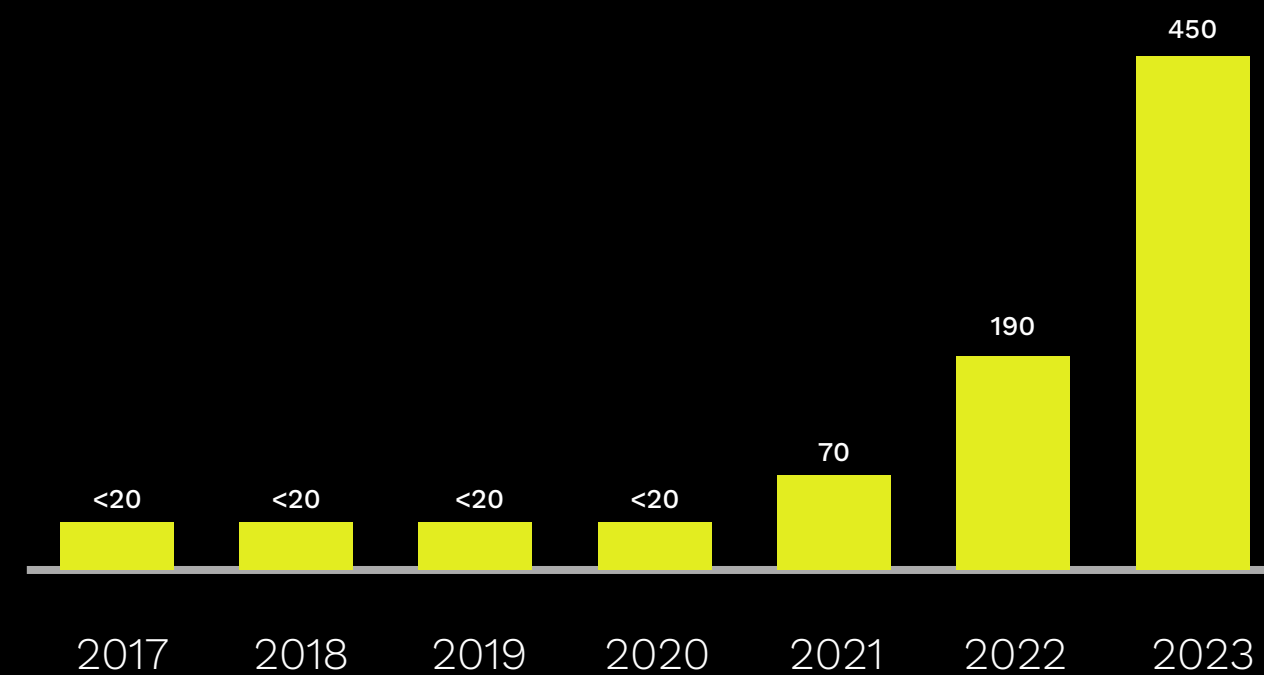
# FROM MATURE MARKETS TO EMERGING TERRITORIES

Source : Local Federations, Padel Lands, Playtomic, Monitor Deloitte Analysis

## Key Metrics



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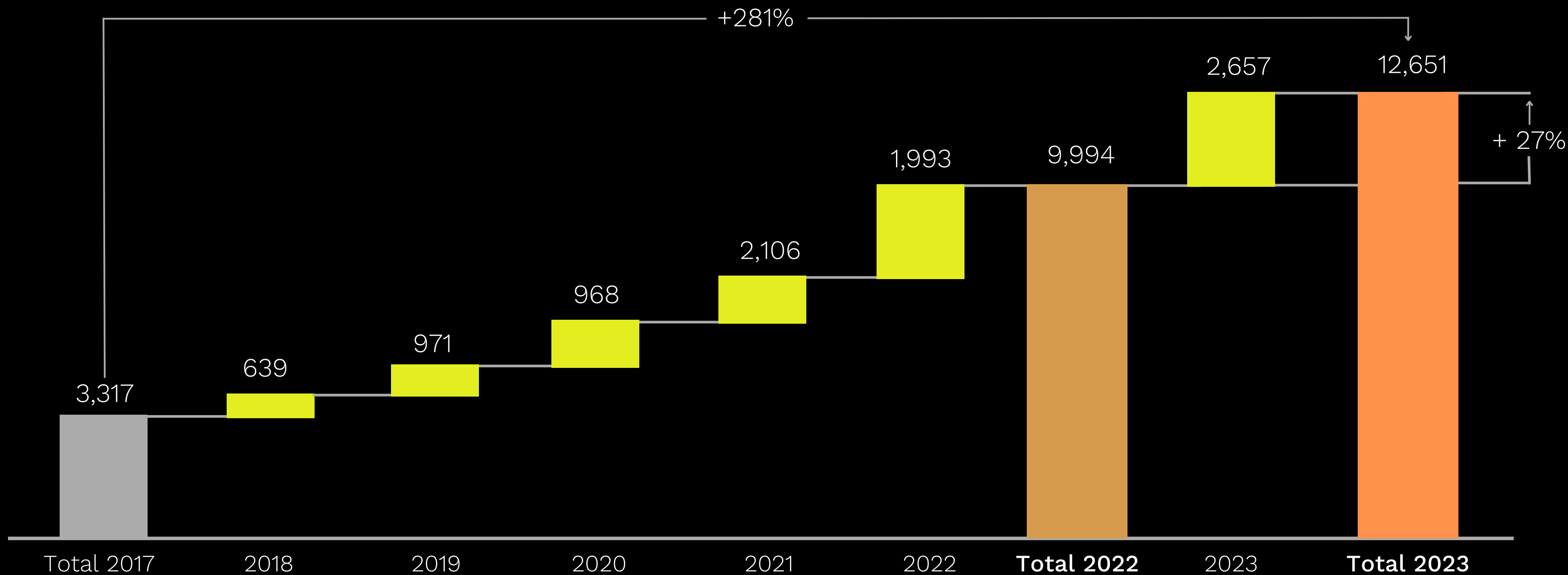


“Our goal in the coming years is to develop the sport in the United States”

[Luigi Carraro, International Padel Federation President]

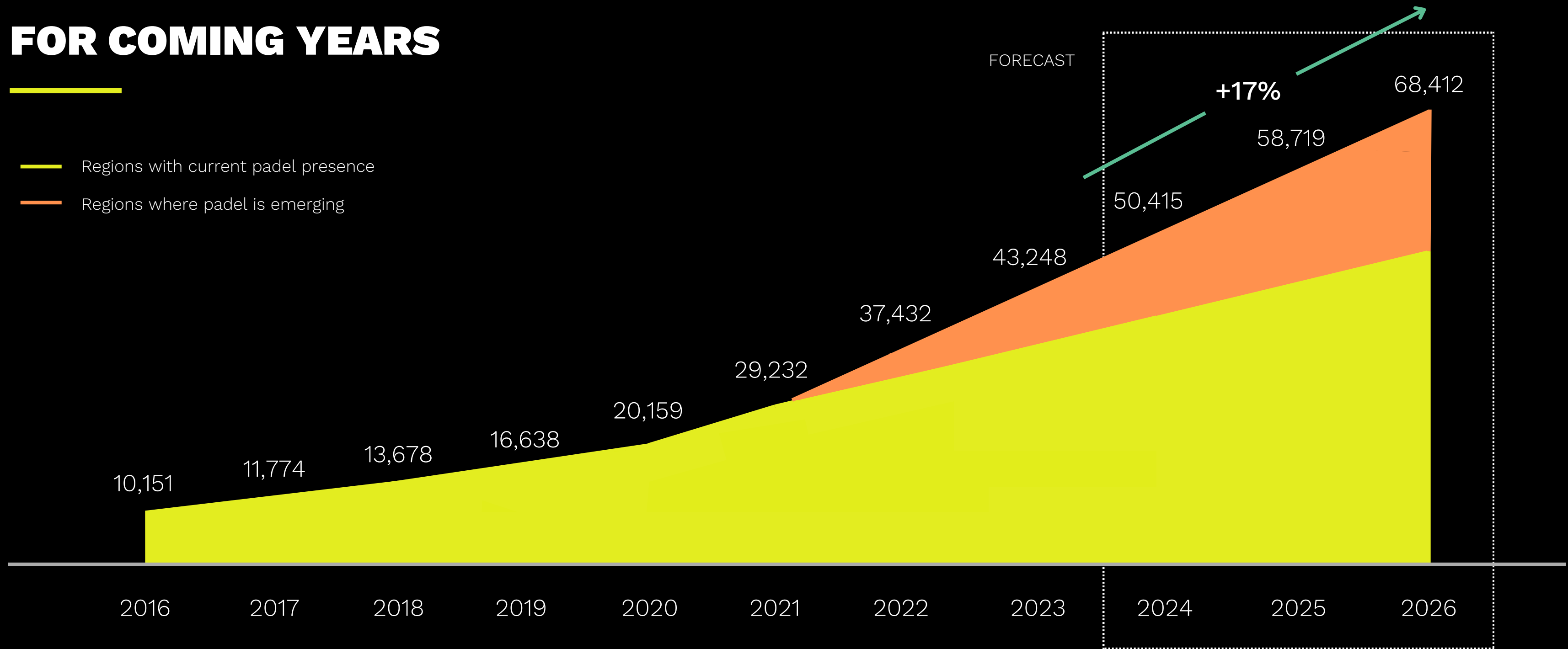


# EVOLUTION OF PADEL CLUB'S GROWTH



# PADEL COURTS GROWTH FORECAST FOR COMING YEARS

Source : Local Federations, Padel Lands, Playtomic, Monitor Deloitte Analysis



Padel courts are estimated to keep growing at a steady pace of c.17% per year.

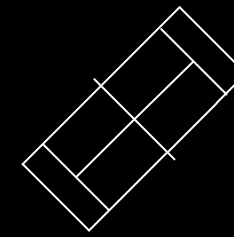
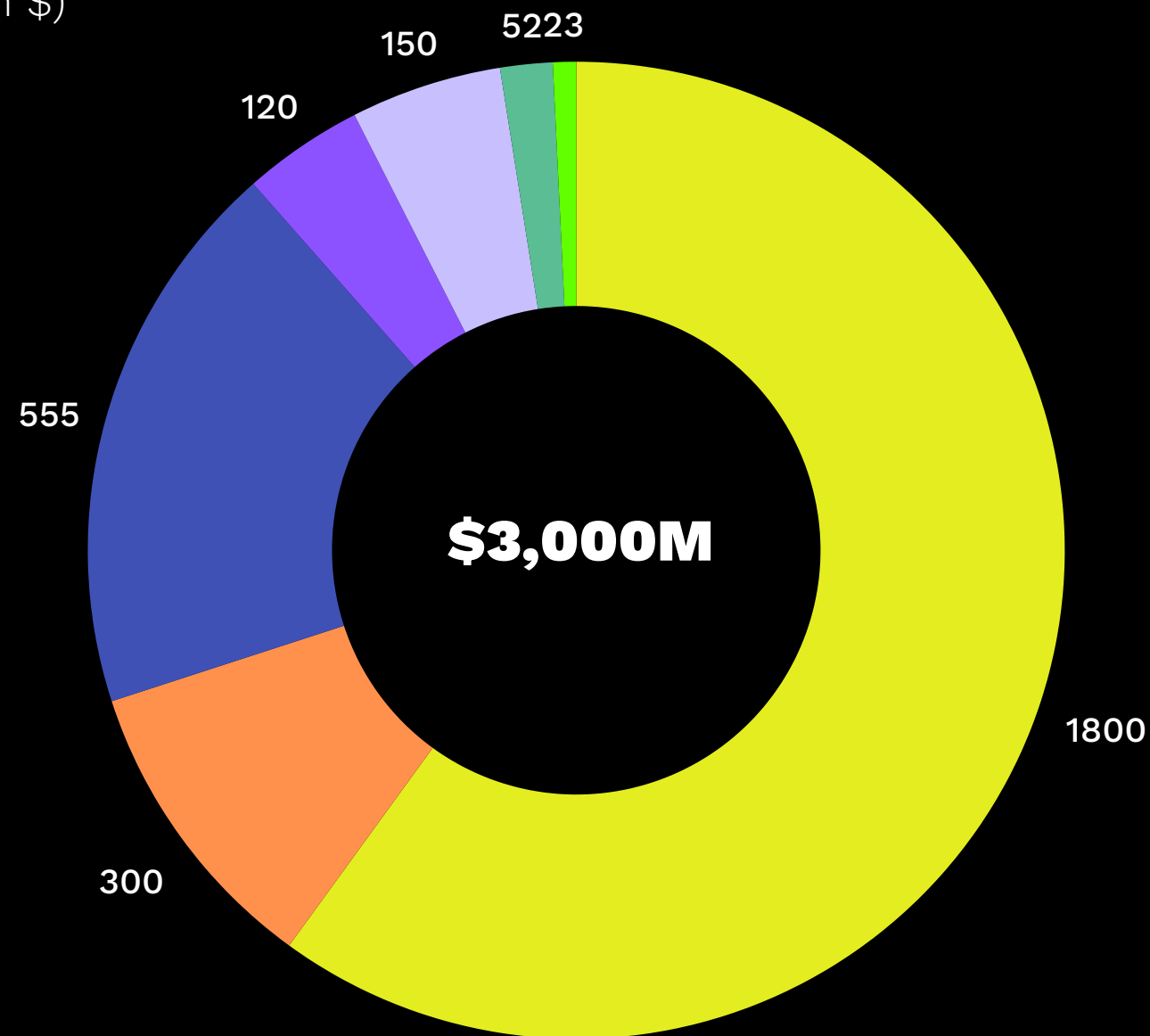




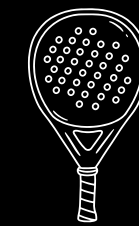
# SIZING THE GLOBAL PADEL ECOSYSTEM

## Estimated Total Market Size

(million \$)



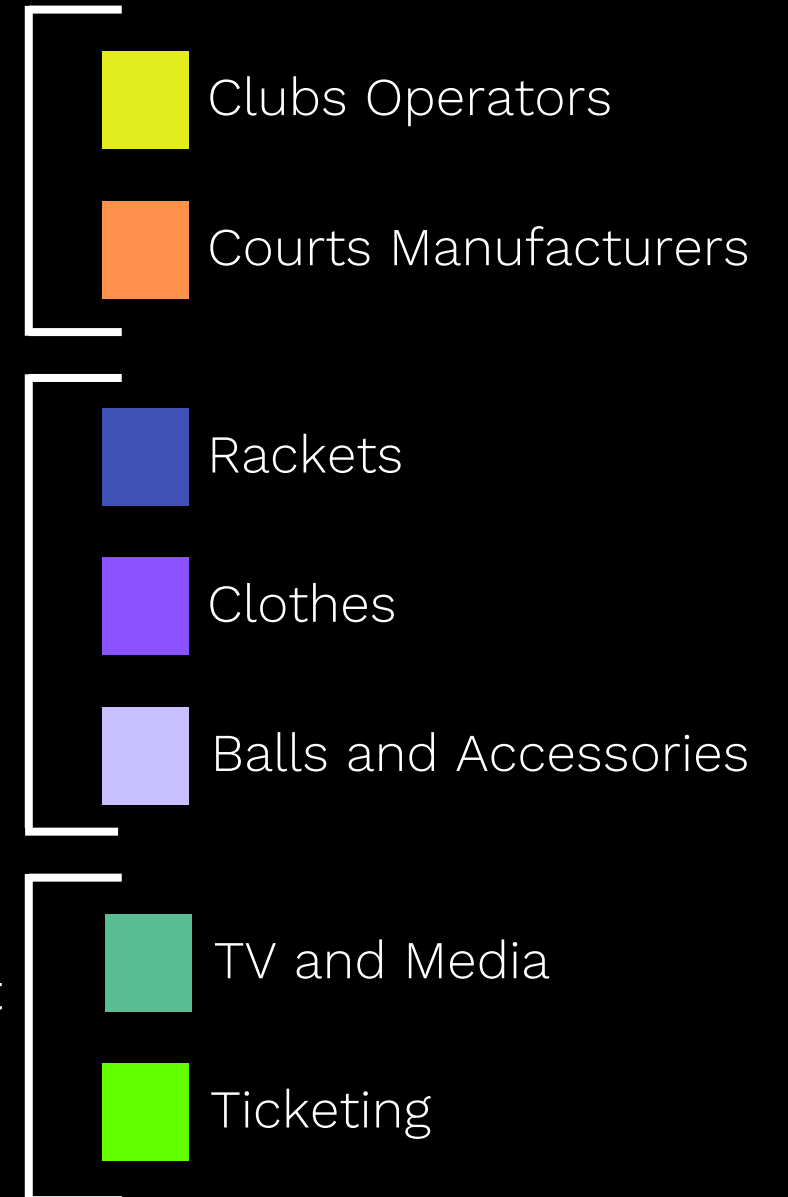
Infrastructures  
\$1,800M



Equipment Retailers  
\$825M



Professional Segment  
\$75M



The current padel ecosystem is dominated by the infrastructure segment, where club operators are the most successful in capturing the growth in demand for padel.



## KEY TAKEAWAYS

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1

Padel's growth extends beyond the post-COVID-19 spike, with a consistent rise in new courts and clubs showing lasting enthusiasm and investment.

2

The sport's expansion is set to accelerate, especially in emerging markets like the UK, Germany, France, the USA, the Middle East, and Asia, highlighting its global growth potential.

3

By 2026, the number of padel courts is expected to almost double to 68,500 worldwide from the current 47,000, signifying a robust growth outlook.

**“Our goal in the coming years is to develop the sport in the United States”**

*[Luigi Carraro, International Padel Federation President]*



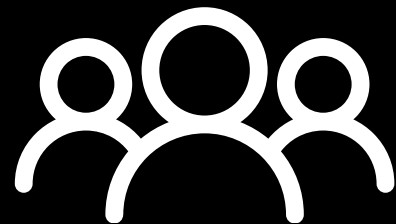
# OUR CLUBS

A Fusion of premium facilities and vibrant community spaces



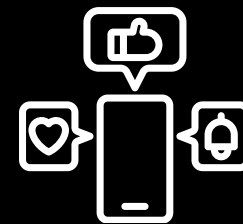
# COMMUNICATION STRATEGY

## Building a strong community



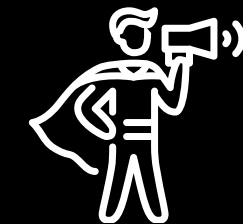
### Community-centric events

Organize events to highlight the sport's social aspect, boosting community engagement.



### Dynamic social media presence

Offer a mix of informative and inspiring content to highlight padel's benefits, fostering a strong online community.



### Influential ambassadors

Collaborate with renowned personalities to enhance brand visibility.





**TOGETHER, WE WILL BUILD THE LARGEST  
NETWORK OF PADEL CLUBS IN THE U.S.**



# TIMELINE

**2024**

**FUNDRAISING  
+  
SECURING 1st LOCATION**

- Market analysis ✓
- Business Plan ✓
- 3D club prototype ✓
- Fundraising \$2M ↻
- Lease signing

**2025**

**1 CLUB**

- Club Construction
- Club opening (Q3/Q4)
- Creating processes to prepare for model replication
- Exploring new club locations for initial scaling phase
- Target new equity fund raise for early 2026

**2028**

**10 CLUBS**

- 5 Clubs live and running
- EBITDA \$20M
- Use of debt and leverage to finance growth

**2033**

**100 CLUBS**

- 100 Clubs live and running
- EBITDA \$200M
- Increase use of debt and leverage to finance growth



# **\$2M FUNDING TO REACH PROFITABILITY**



**\$100K**



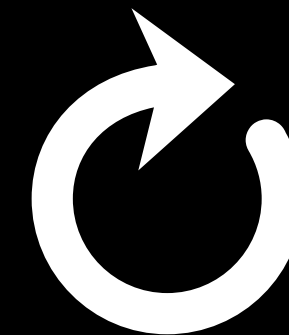
Start of the project



**\$400K**



Securing Location



**\$1.5M**



Construction & 1st Club Opening  
(Commitments signed)



# FIRST LOCATION - THE WOODLANDS, TEXAS

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**~\$150K**

Median household income

**~10 meters**

Clearance height



**~30K SF**

Fully indoor facility

**~10 min**

From The Woodlands city center





# FOUNDING TEAM

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## Justin Huet Dastarac

### Founder

- Former top 100 tennis player in Belgium.
- Master's in Physics from Imperial College London (ranked 2nd best university in the world after MIT).
- Former design engineer for tennis, padel, and pickleball rackets at HEAD, the leading racket sports equipment manufacturer.
- Energy, dynamism, and boundless ambition, driven by the American Dream.



# PARTNERS

## HEAD

Leading racket sports equipment brand



## Amet International

U.S. padel consultant specialists



## Keller Williams Realty

Nº1 real estate company in the U.S.



## NewLife Construction

Experts in planning, design & construction



# ADVISORS



## Marcos Del Pilar

“Godfather of American Padel”  
Co-founder, Pro Padel League



## Pablo Carro

Co-founder & CEO, Playtomic  
Nº1 Padel booking platform in the world



## Mario Scade

Country Manager, Mejor Set USA  
Padel courts manufacturing leaders



## Patricio Misitrano

20 years of experience as a Director  
of Racquets at various clubs in the  
US. Co-founder of The Sports Haus.



# INVESTORS

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**Epic Padel**  
U.S. Padel investment fund



**Thibaud Elzière**  
Founder at Fotolia & Hexa

**Steve Darcis**  
Former top 38 world tennis player



**Martin de Crane**  
Private Equity - N.Y.

**Guillaume Gillet**  
International soccer player



**Santiago Torres**  
CEO & Co-Founder at ESGlogic

**Maxime Diederickx**  
Belgian entrepreneur



**Emanuel Coen**  
Founder at Cryptotesters



**KEY METRICS  
PER CLUB**

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**4 MONTHS**

To reach break-even point

**2.7 YEARS**

Payback period

**\$1M**

Revenues within 6 months

**\$2M**

Year 5 EBIDTA

**\$1.6M**

NPV (Net Present Value)

**48%**

IRR (Internal Rate of Return)



**LET'S SHAPE THE FUTURE OF PADEL IN THE U.S.  
TOGETHER, CLUB BY CLUB, COMMUNITY BY COMMUNITY.**

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# GET IN TOUCH



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