

PADEL- PLATZBAU & AKTIVIERUNG

FÜR VEREINE

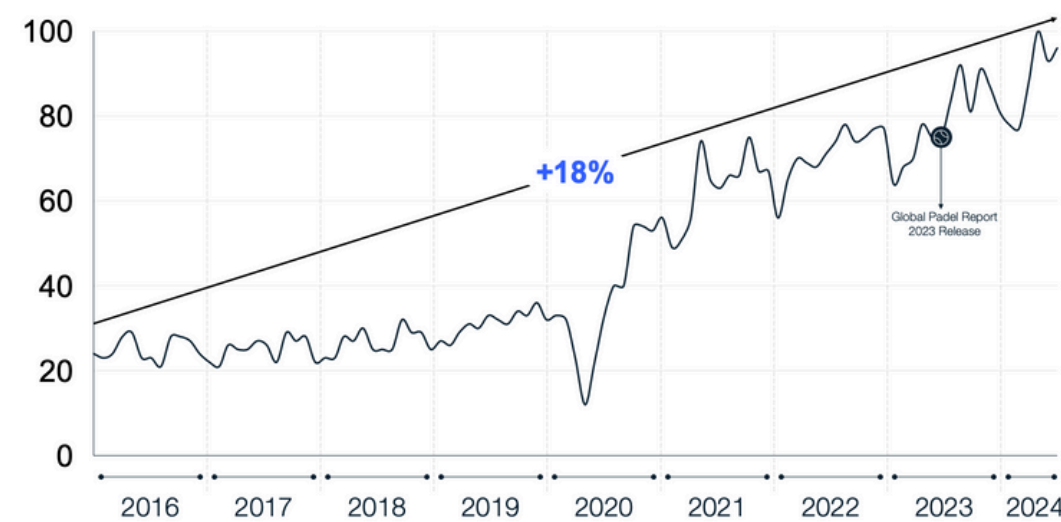
PADELLO

PADEL. Die weltweit am schnellsten wachsende Sportart.

Introduction

Google searches for “padel” continue to grow YoY

Base 100 Index – Relative weight of “padel” over Google searches



The volume of searches for “padel” on Google has grown by an impressive 18% per year since 2016, highlighting the rising interest in the sport around the world

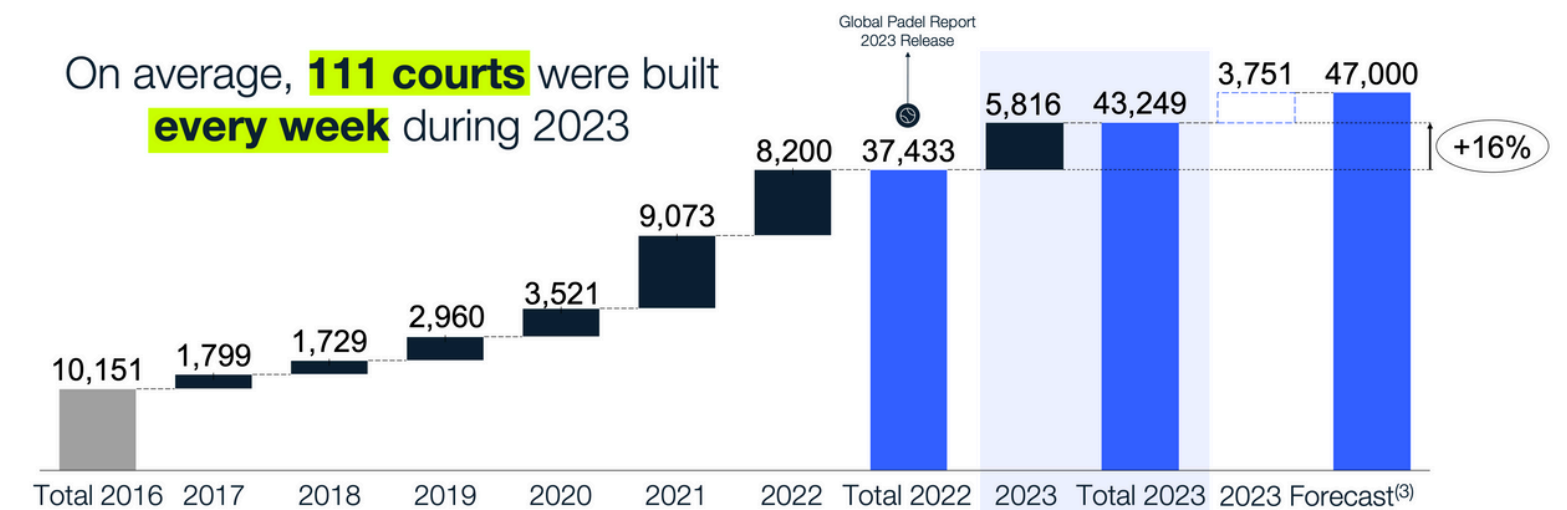
Source(s): Google Trends for keyword “padel” worldwide (as of May 2024), Strategy& analysis
Global Padel Report by Playtomic

PLAYTOMIC

Market Analysis

... and almost 6,000 new padel courts were built globally⁽¹⁾

On average, **111 courts** were built **every week** during 2023



The total number of padel courts around the world grew by 16% in 2023 – but **even greater growth is expected for 2024**

Note(s): (1) Calculations based on top court manufacturers sales. LATAM has been excluded due to lack of reliable information (2) Around 2,500 courts built during 2021 were delayed projects from 2020 due to the pandemic restrictions. “Real” courts built during 2021 would have been c.6,500. (3) Expected courts for 2023 from Global Padel Report 2023
Source(s): Court manufacturers, Local federations, Padel Lands, Playtomic, Strategy& analysis
Global Padel Report by Playtomic

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Das Suchvolumen ist riesig.

Das Interesse am Padel sport ist auf Rekordniveau.

Es werden immer mehr Courts gebaut.

22% mehr Courts – pro Jahr. Und das seit 5 Jahren.

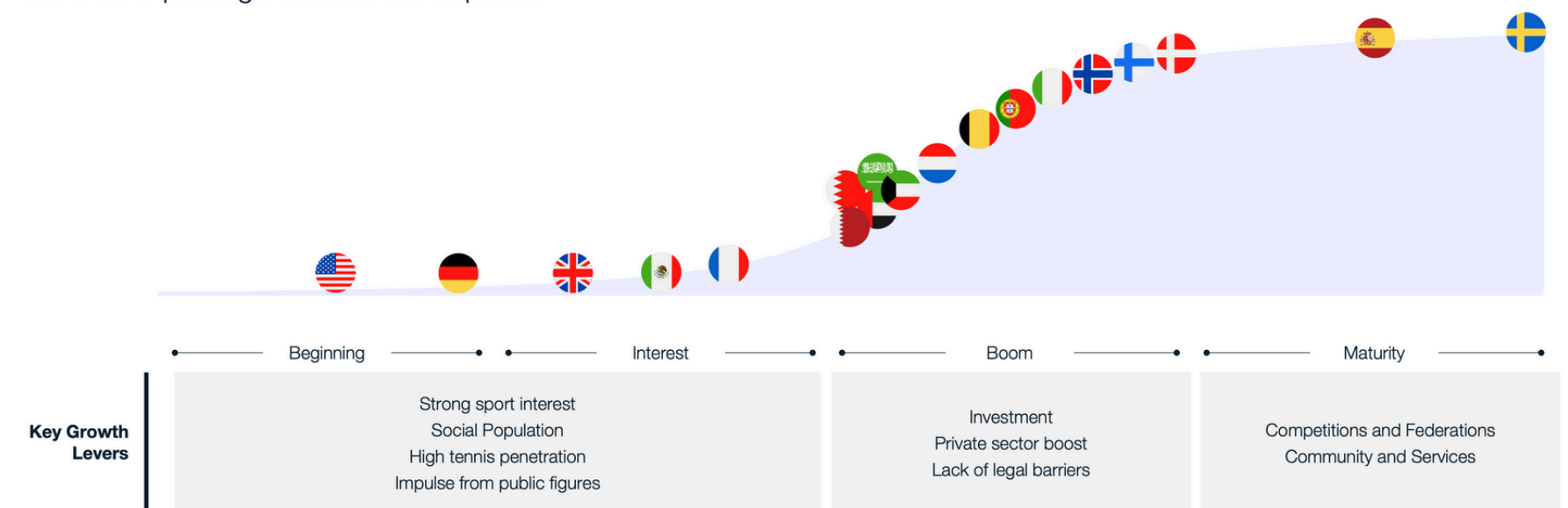
***Doch
DEUTSCHLAND
hinkt
hinterher.***

Market Analysis

2024 Release

... as it promotes *quicker development* in many countries...

The arch of padel growth and development



Although padel has become well-established and has seen significant growth, there is still **a lot of potential in many key countries that currently struggle with regulations and real estate prices**

Source(s): Strategy& analysis
Global Padel Report by Playtomic

PLAYTOMIC 17

WARUM

ist das so?

ES GIBT VIEL ZU BEACHTEN.

- ✓ *Entscheidungsfindung im Verein*
- ✓ *Behörden & Genehmigungen*
- ✓ *Finanzierung & Wirtschaftlichkeit*
- ✓ *Fundamente und Platzbau*
- ✓ *Nutzung & Aktivierung*

Market Analysis

2024 Release

Developing regions

Two key factors limiting the growth of padel in Germany

Why is padel in
Germany slightly
behind
compared to
other countries?

#1

In Germany, a padel court is considered a building

The administrative process to build a padel court in Germany is the most demanding in Europe as it is similar to building a house. Therefore, the cost and time to build a padel court there is higher than in other countries, where it is normally considered a removable installation, due to the extra amount of permits and licenses needed.

#2

Most German sports facilities are classified as non-profit organizations

These "non-profit" clubs are not taxed and are subsidized by the government. Consequently they are not allowed to generate profit and can only charge small amounts for their services. If commercial organizations come to Germany they will need to charge much higher prices compared to non-profit clubs in order to recoup the investment.

Source(s): Padel Alto, Strategy& analysis
Global Padel Report by Playtomic

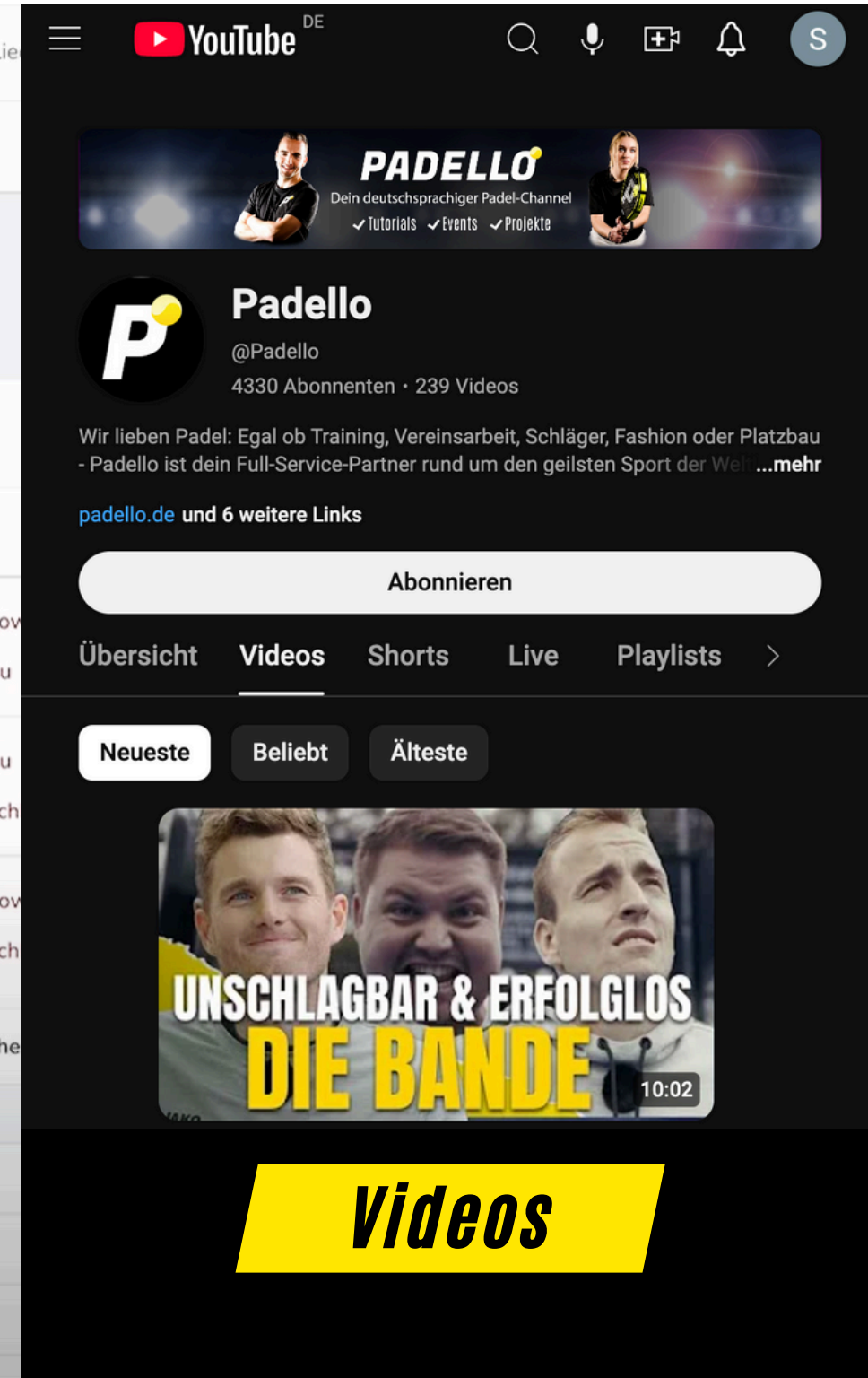
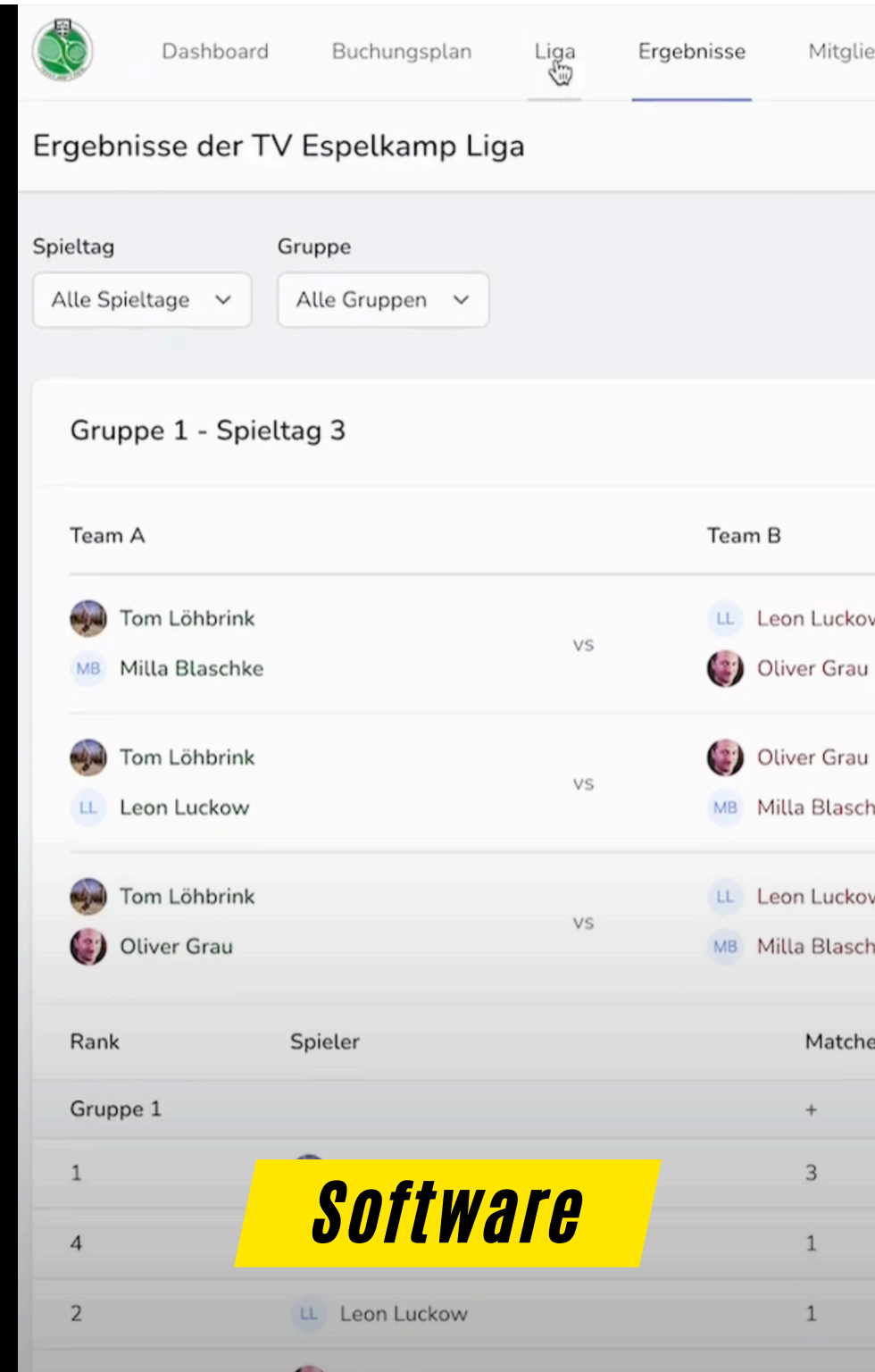
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*Wir helfen euch beim Start in
EUER PADELPROJEKT.*

PADELLO.

Der deutsche Padel-Marktführer.



Argumentation & Entscheidungsfindung im Verein.



Mehr Mitglieder



Junge Zielgruppe



Echte Community

Der Padel-Effekt.



TV Espelkamp

-  Bereits 4 Outdoor Courts
-  4 x mehr Mitglieder
-  >100 Spieler im Ligasystem



STC Oberland

-  2 Outdoor und 2 Indoor Courts
-  250 Mitglieder (Stop)
-  Weitere Plätze in Planung

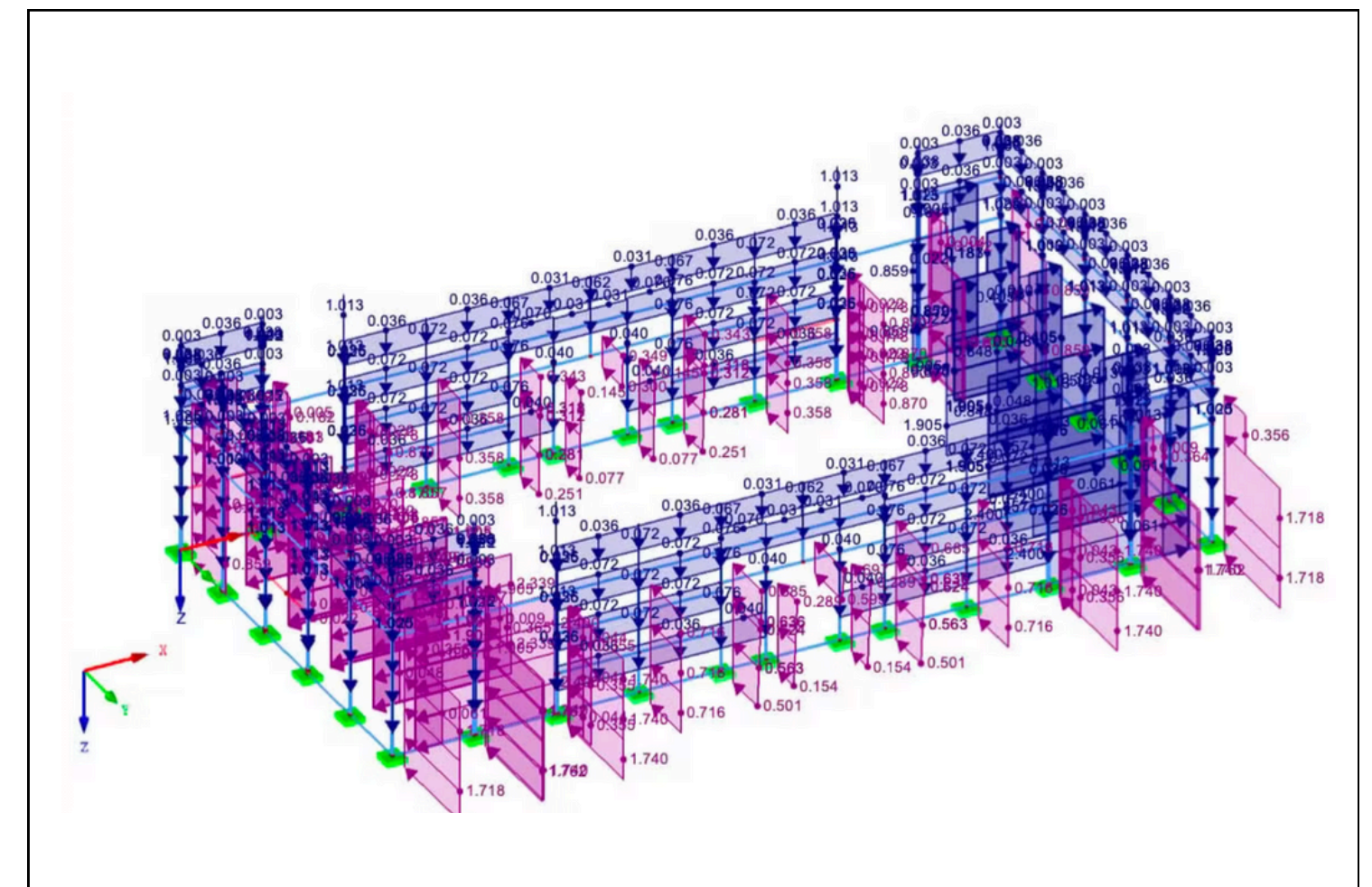
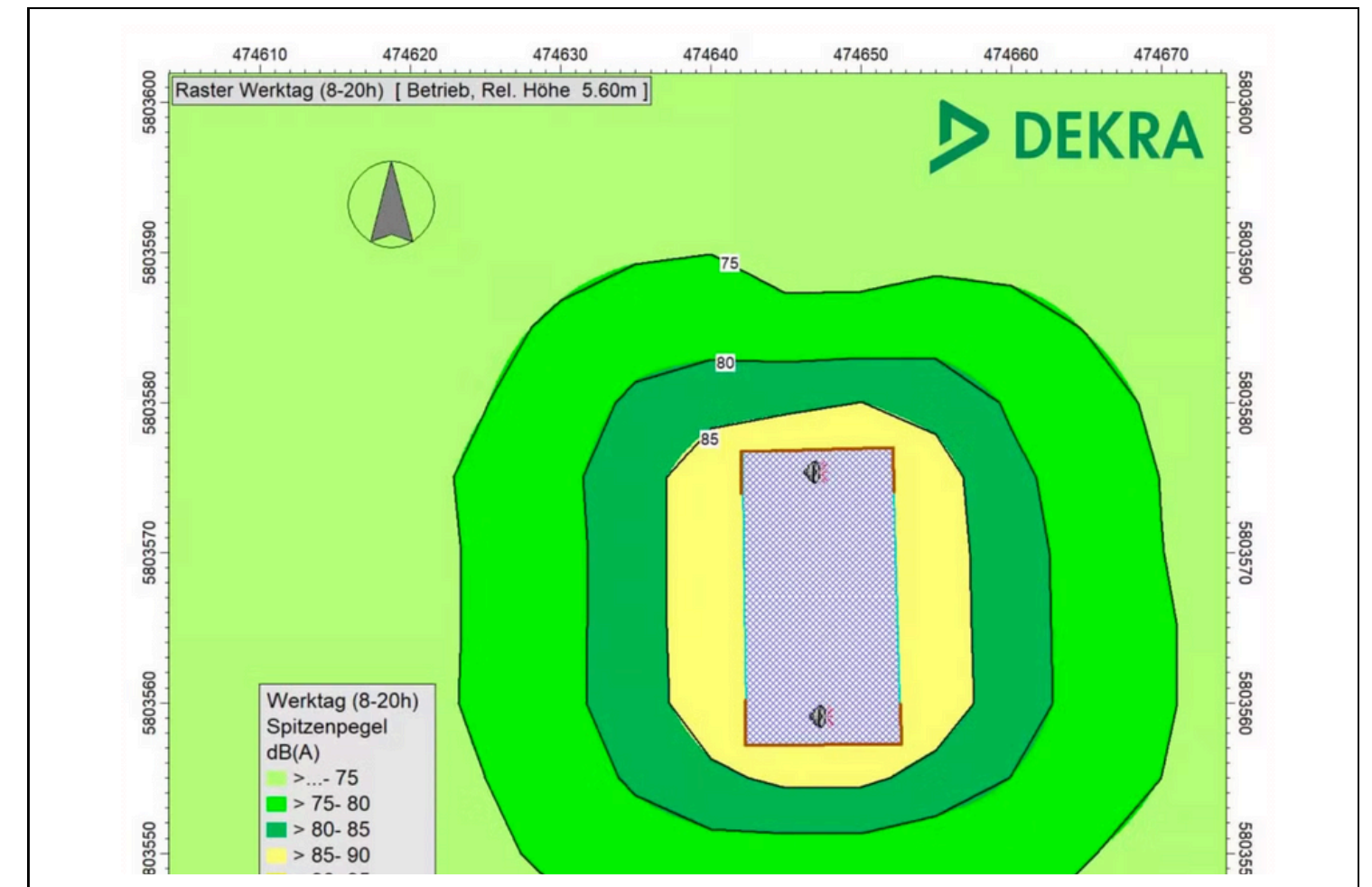


TC Weiden

-  Bereits 3 Outdoor Courts
-  Über 270 Mitglieder (Stop)
-  Deutscher Meister '21 und '23

BEHÖRDEN & GENEHMIGUNGEN.

- ✓ *DER Unterschied zu anderen Ländern*
- ✓ *Relevanz steigt mit jedem Court*
- ✓ *Regionale Unterschiede*
- ✓ *Statik, Lärm- und Lichtimmissionen*
- ✓ *Padello: Eigene Gutachten & Architekt*



FINANZIERUNG & WIRTSCHAFTLICHKEIT.

- ✓ ***Solide Finanzierung als Grundlage***
- ✓ ***Häufig förderfähig (LBS, Kreise, etc.)***
- ✓ ***Sponsorengelder (z. B. CUPRA)***



FUNDAMENTE & PLATZBAU

- ✓ *Full-Service oder nur Platzbau?*
- ✓ *Fachgerechte Planung & Umsetzung*
- ✓ *Tiefbau & Bodenplatte essentiell*
- ✓ *Stahl, Kunstrasen, Kabelverlegung, Entladung & Co.*



NUTZUNG & AKTIVIERUNG

- ✓ *Padel ist für "Jedermann"*
- ✓ *Ansprechpartner vor Ort*
- ✓ *Buchungs- und Ligasystem*
- ✓ *Aufbau einer Gemeinschaft*

DashboardBuchungsplanLigaErgebnisseMitgliederEvents

Ergebnisse der TV Espelkamp Liga

Spieltag

Alle Spieltage ▾

Gruppe

Alle Gruppen ▾

Gruppe 1 - Spieltag 3

Team A

Tom Löhbrink

Milla Blaschke

vs

Leon Luckow

Oliver Grau

Team B

Oliver Grau

Milla Blaschke

Team A

Tom Löhbrink

Leon Luckow

vs

Oliver Grau

Milla Blaschke

Team B

Leon Luckow

Milla Blaschke

Team A

Tom Löhbrink

Oliver Grau

vs

Leon Luckow

Milla Blaschke

Team B

Leon Luckow

Milla Blaschke

***ZEIT FÜR
EURE FRAGEN.***



PADELLO

*Bereit für den
Start in euer
PADELPROJEKT?*

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