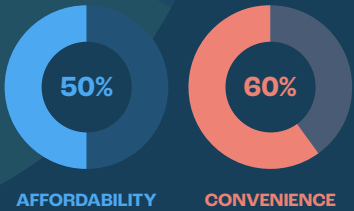


MOTIVATION & ENJOYMENT

TOP MOTIVATORS FOR CHOOSING SOUL PADEL:



60% OF CUSTOMERS PLAY PADEL FOR ITS FUN AND COMPETITIVE NATURE

75% OF CUSTOMERS PLAY PADEL FOR ITS SOCIABILITY



» ENGAGING OUR DIVERSE COMMUNITY

40% FEMALE PLAYERS WITH OUR SOUL SISTERS INITIATIVE HELPING US GROW FURTHER...

26% ETHNICALLY DIVERSE PLAYERS

26% SOUL PADEL
10% STOCKPORT

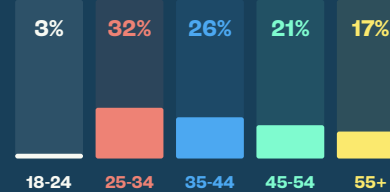
COMPARED TO JUST 10% IN STOCKPORT OVERALL

BUILDING A COMMUNITY » FOR EVERYONE TO PLAY

1 IN 20 PLAYERS IDENTIFY AS DISABLED

A GROWING START, WE'RE COMMITTED TO MAKING PADEL ACCESSIBLE FOR ALL.

PADEL FOR EVERY » GENERATION



56% OF FEMALE PLAYERS ARE AGED 45+, COMPARED TO 30% OF MALES IN THE SAME RANGE.

» INTERACTION WITH PADEL

48% OF SURVEYED PLAYERS WERE NEW TO PADEL WHEN JOINING SOUL PADEL

45% OF ALL PLAYERS NOW PLAY MULTIPLE TIMES A WEEK



CUSTOMER SATISFACTION » AND LOYALTY

RATED THEIR EXPERIENCE EITHER 9 OR 10 OUT OF 10

75%

70% OF CUSTOMERS PLAY PADEL WITH US EXCLUSIVELY OR AS THEIR MAIN CLUB

61 NPS

NET PROMOTER SCORE

» ACTIVITY LEVELS

13% JOINED FROM A LESS ACTIVE LIFESTYLE

66% TWO-THIRDS OF PLAYERS EXERCISED MULTIPLE TIMES PER WEEK BEFORE DISCOVERING PADEL

FITNESS FANS TURNED » PADEL PLAYERS
MOST POPULAR OTHER ACTIVITIES WITH OUR PLAYER BASE

60% GYM **40% RUNNING** **30% CYCLING**