

GolfStar expands and becomes the operator of Planmeca Golf Areena

Golfstar Finland Oy and Planmeca Golf Areena Helsinki Oy have signed a cooperation agreement under which GolfStar will take over the operation of the indoor golf training center located in Vuosaari, Helsinki. The cooperation agreement is valid for three years and takes effect immediately.

Through this expansion, GolfStar will offer its customers the opportunity to improve their skills and enjoy the rapidly growing sport of golf year-round. The expansion also supports the company's strategy to become the leading provider of golf services in Finland.

According to Tuomas Snäkin, CEO of Caddies Golfstar Finland Oy, the multi-year agreement enables the further development of the indoor training center. The goal is to elevate the customer experience at Planmeca Golf Areena to a new level. The facilities will be made more comfortable, and new technology will be introduced to the training center.

"This is a significant step for us. Our goal is to develop Planmeca Golf Areena into a versatile winter golf center that attracts players of all levels – from beginners to elite athletes," Snäkin explains.

Planmeca Golf Areena is the largest indoor golf training center in Finland. It is well known for its 50-meter-long driving distance and its large short game green. The facility also features three TrackMan 4 simulators, areas for physical training, a mini golf course, a café, and a golf equipment store.

GolfStar's Finnish locations currently include the 27-hole GolfStar Kurk in Kirkkonummi, the 6-hole GolfStar Hirvensalo in Turku, GolfStar Leppävaara in Espoo, and GolfStar Megarange in Vantaa. Snäkin promises that GolfStar playing rights customers will also receive valuable benefits at Planmeca Golf Areena in the future.

"Expanding into winter training is an important part of our strategy, which combines high-quality course experiences with top-class training opportunities. Our customer promise is *Most golf for the money* – and with this expansion, our customers will get even more value for their investment."

The parent company of GolfStar Finland Oy, Caddies Europe AB, is the leading golf group in the Nordic region, with more than 20 golf courses across Finland, Sweden, and Spain.

MORE INFORMATION:

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PLANMECA GOLF AREENA

Planmeca Golf Areena is a full-service indoor golf center located at Pallokuja 1, Helsinki.

- Approximately 4,000 m² of training space
- 31 driving bays, 50-meter shot length
- 700 m² short game area with high-quality artificial turf

- Three TrackMan 4 golf simulators
 - Mini golf course
 - Golf instruction and winter courses for players of all levels
 - Golf shop, café, and fitness training area
 - Facilities for corporate events, meetings, and wellbeing-at-work days
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GolfStar is Northern Europe's largest Multi Course Operator (MCO), managing a total of 30 golf courses across 26 facilities. These include 20 facilities across Sweden, one in Spain, and five in Finland.

GolfStar is a portfolio company of Caddies Europe AB (publ), a Golf Business Development and Investment Company.