

Caddies Europe acquires The Bucket Pros

– accelerates digital and commercial development in European golf

Caddies Europe AB ("Caddies") has acquired The Bucket Pros, a market leader in profitability development for driving ranges. The acquisition strengthens Caddie's end-to-end offering to golf course owners and scales the group's strategy for data-driven, digital sustainable growth and increased profitability for golf facility owners in Europe.

The Bucket Pros has with the proprietary **Range Management System Seve RMS** and the **Boost service Method** transformed how clubs run driving ranges and helped hundreds of facilities increase revenue **by over 100% in 12 months**. Its integration into Caddies' portfolio – alongside TopTee Greenkeeping, Greenfee Outlet and OnTag, unite data, software and operating models to increase revenue, streamline operations and improve the golf customer's playing experience.

"The Bucket Pros has a proven profitable and data-driven range business. With Caddies' ownership and distribution power, we can scale that model faster and to more markets in Europe," says **Tony Trigell**, Founder & CEO, **Caddies Europe AB**.

"Strategically, it's about connecting range data with pricing, yield, membership and customer journeys across our portfolio. When revenue logic and customer experience are connected in the same tech stack, we create lasting competitive advantages for golf facility owners – and ultimately a better experience for the golfer," Tony continues.

"Our mission has always been to make golf facilities more profitable by increasing their driving range revenues. With Caddies as an active and long-term owner, we gain the capacity to accelerate expansion, product development and customer value – without compromising entrepreneurship," says **Andreaz Lindberg**, founder, **The Bucket Pros**.

"The next step for Seve RMS is deeper analytics and automation – from dynamic pricing and capacity management to smarter operations and service. Together we can scale a European standard for how a modern driving range is run: - data-driven, guest-centric and profitable."

The Bucket Pros will continue as its own brand within Caddies' philosophy, which means that as an autonomous portfolio company, it develops its own unique market position and presence in line with Caddies core values of long-term thinking entrepreneurship and trust, **Tony Trigell** concludes.

For more information, please contact:

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Caddies Europe AB (publ) is Northern Europe's leading Golf Business Development Company. Our business concept is to use deep business expertise in golf to develop profitable and innovative businesses for golf facility owners. Through our portfolio companies, we strengthen revenues, streamline operations and improve the customer experience for golfers. We invest in people, business ideas and direction – and every day we work to transform the European golf industry into a more profitable business.