

# PADEL TRAINING GOES DIGITAL - EVERY PADEL LAUNCHES TRAINING SERVICE TOGETHER WITH TWIIK

Every Padel, one of Sweden's strongest players in padel, launches an app with digital coaching services, inspiration and a padel player community, together with Twiik. The agreement consists of two parts; a monthly license based on the number of users and a revenue sharing model for digital training plans and coaching.

Padel continues to grow in Sweden and the world. Today, there are over 4,000 padel courts in Sweden and as many as one million Swedes have tried playing padel. Globally, there are over 20 million padel players. Since 2021, the sport is also part of the National Sports Confederation. As the general interest in the sport grows, so does the demand for coaching and quality training, both regarding game technique and tactics, but also mobility, strength and speed.

The collaboration between Twiik and Every Padel means that Every Padel will use Twiik's online coaching and community technology platform in the just launched app and training service for its customers. The collaboration partly consists of a monthly license based on the number of members and partly of revenue sharing when selling digital training plans and coaching.

Online training has become a natural part of the training mix in most sports and workouts. Padel is no exception; more people are turning to online options to excel in their game.

Through the app, customers can take part in digital workout plans with a focus on padel, get help with exercises to avoid and/or treat injuries, find other players to play with, keep statistics on games and workouts and enter their ranking.

*"Our ambition is to expand our offer to our customers and continue our journey both in Sweden and internationally. The collaboration with Twiik and the launch of our app is an important step in Every Padel's digital strategy and a way to distinguish ourselves in the market. We believe that training players are an important part for both the sport and Every Padel to continue to grow,"* says Hannes Andersson, CEO of Eversport Group, of which Every Padel is a part.

The collaboration with Every Padel is the first in padel for Twiik, who are already established in gym and fitness. Twiik's technical solutions for online training are used in other industries and segments such as insurance companies, physiotherapists, occupational health, sports associations and individual trainers.

*"Padel is a fast-growing billion-dollar industry. As padel as a sport matures and grows internationally, the players' interest in developing their game also increases. The collaboration between Twiik and Every Padel has the potential of setting a new standard for a padel community and shaping the padel players of the future - regardless of level. A journey we are proud to be a part of,"* says Anders Gran, CEO at Twiik.

The app Every Padel is available for download on Apple AppStore and on Google Play.

### About Every Padel

Every Padel operates a number of padel facilities in Sweden as well as invests internationally in digital services within padel. At its padel facilities, Every Padel has a strong focus on game-improving training and education of young padel players, among other things through collaboration with the padel gymnasium in Uppsala. The company is a subsidiary of Everysport Group (publ), listed on the Spotlight stock market (EVERY).

### About Twiik

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**Twiik AB** is an innovation company with offices in Malmö and Stockholm. The company develops digital solutions that make it possible for coaches and gyms to create innovative digital training services. By digitizing their service offering they can make good training available to a larger target group.

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### Image Attachments

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[Twiik Everypadel PM](#)

### Attachments

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