



# The Leading Community-Driven Sports Platform in MENA



# Currently, barriers to entry exist with many different sports ...

With the exception of UAE, Padel players don't have access to:

## Players

- ✔ Community
- ✔ Facilities
- ✔ Knowhow
- ✔ Equipment



## Facilities

- ✔ Community
- ✔ End to end FMS
- ✱ Coaches
- ✔ Event Management (Tournaments)
- ✔ Equipment



## ✱ Coaches

- ✔ Community
- ✔ Facilities
- ✔ Event Management (Tournaments)
- ✔ Equipment



✔ Arena Solves today

✱ In Development

# We at Arena, aim to enrich every Touchpoint for all stakeholders in the MENA Padel Ecosystem

“Padel becomes more than just a game, it becomes an experience, this is what Arena has created! It’s a game changer for all the Padel community!”

- Rashid AlObaidli  
#1 Padel Player in Bahrain



# Our goal is to simplify and revolutionize all Sports community interactions

## Problems Solved...



### Players

- ▶ **Search and Discovery**  
No unified directory for padel facilities
- ▶ **Community**  
Difficult to meet and pair with similarly-skilled players
- ▶ **Organize**  
No place to host and organize Padel events, tournaments, etc
- ▶ **Coaching and Development**  
No directory to book coaches, keep track of level, progress, and overall ranking

### Federations



- ▶ **Tournaments**  
No one-stop-shop in hosting tournaments
- ▶ **Authenticity**  
Difficult to authenticate and keep track of player rankings points, scores

### Facilities



- ▶ **Incomplete Facility Management**  
Fragmented facility management systems that don't maximize occupancy and retention
- ▶ **Cashflow**  
Inconsistent payment schedule from FMS suppliers
- ▶ **Non-Digitized**  
Padel FMS providers give inconsistent online channel presence, with little localization for VAT, Zakat support, etc.

# By providing customer-centric tech-enabled solutions

By using Arena...



## 1 Players can build a community

Eman can:

- Book a court
- Find new people to play with
- Check their official federation rank
- Tune into a tournament
- Purchase padel equipments
- Get sponsorship from key names, etc.



## 2 Facility can utilize a One-stop-shop SaaS

BuAhmed can

- Maximize occupancy
- Monitor, track & report transactions
- Sell goods
- Host tournaments
- Lock in coaches
- Create Memberships and lock in players in a loyalty program



## 3 Coaches can utilize a Gamified Solution

Javier can:

- Set his timings
- Pair with players based on different skill sets
- Track students' performance



# Initially, the opportunity with Padel is ripe as it is one of the fastest-growing sports globally...



**25** Global Players  
Million

**18** Active Players  
(doubled in last 5 years)  
Million

**300** Global Federation Players  
Thousand



**51** Federations Globally

**10** In MENA: Registered federation\*

\*Egypt | Iran | Turkey | Qatar | UAE  
| Kuwait | Bahrain | Lebanon | Oman | KSA



Top Google search 2021

**Google**

In GCC "پادل" searched up to

**100** times per month  
Thousand

Most searched keyword

#10 Qatar   
#13 UAE 

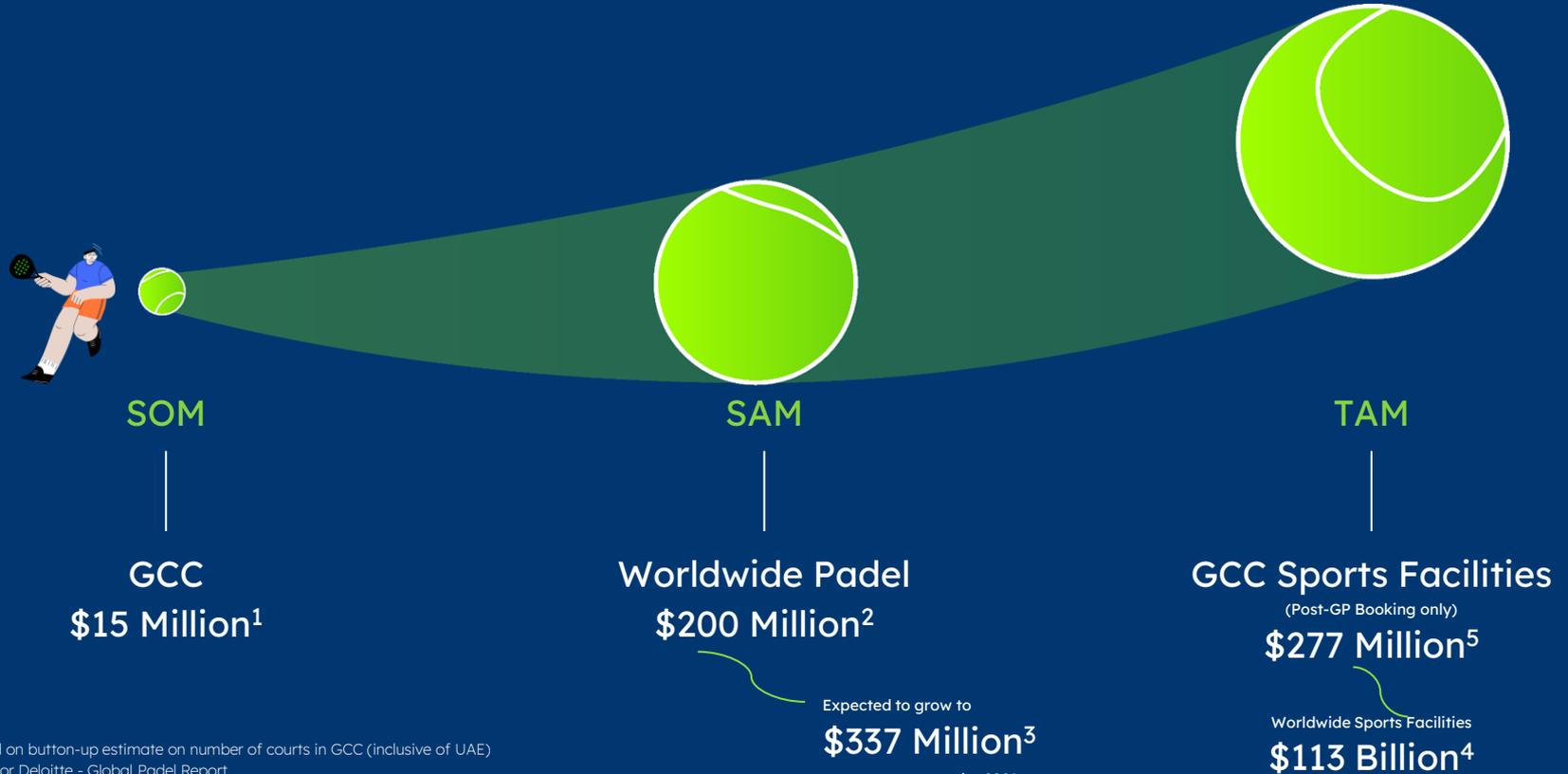


Played in  
**90** Countries  
(official in 75)



On the way to becoming an  
**Olympic Sport**

... with a sizeable market size that can expand into other sport verticals



1 Based on button-up estimate on number of courts in GCC (inclusive of UAE)

2 Monitor Deloitte - Global Padel Report

3 Compound Annual Growth Rate (CAGR) of 8.1%

4 Post-GP (8.3%). GCC extrapolation from global figure

5 Allied Market Research - Fitness and Recreational Sports Centers Market

Expected to grow to

**\$337 Million<sup>3</sup>**

by 2028

# We have the ingredients to expand our customer base organically



## Traction to date

**31** Facilities  
with no sales team

**\$1.6**  
CAC &  
CARC<sup>1</sup>

**100%**  
on **White Label**  
solution<sup>2</sup>

**\$120k**  
GMV in transactions last  
month (Nov 2022)



## Tournaments

**3** Tournaments  
monthly average

**50%**  
MoM Growth

**\$1.5k**  
Avg take rate

**80+**  
Avg players per  
tournament

**2**  
Social games  
monthly

**40+**  
Avg acquisitions  
per tournament



## Federations

الاتحاد  
البحريني  
للبادل

**B** BAHRAIN  
PADEL  
FEDERATION



**585** Official Federation  
Players

Coming Soon



## Coaches

**+30%**  
Bookings

Incremental to  
the business

**+35%**  
GP  
Contribution

Incremental GP  
plus free CARC,  
increased CLTV

Strong demonstrated traction with the right tools to scale the customer base

<sup>1</sup> 14 months organic customer base growth with social media spend  
<sup>2</sup> 30% utilizing domain name, 100% linked on Social Media Handle

# Our product currently competes with Best-in-Class incumbents

	  ⌚ : 5 Months	 PLAYTOMIC  ⌚ : 5 Years	 SETPOINT  ⌚ : 8 Months	 MATCHI PLAYMORE  ⌚ : 11 Years	 HALLÉ ELCIBA  ⌚ : 7 Years	
Customers	Available Platforms					
	Google Rating	★★★★★ 5.0	★★★★☆ 4.7	★★★★☆ 3.4	★★★★☆ 4.7	★★★★☆ 4.0
	Payment Options					
	Leaderboards	✓	✓	✗	✓	✓
	Live Activity	✓	✗	✗	✗	✓
	My Wallet	✓	✗	✗	✗	✓
	Arabic language	✓	✗	✓	✗	✓
	Split payments	✓	✓	✓	✗	✓
	Competitions	✓	✓	✗	✗	✓
	Player Rankings	✓	✓	✗	✗	✗
Facility	Membership and loyalty	✓	✗	✗	✓	✗
	Pricing Customization	2	4	3	?	3
	Accounting Software	✓	✗	✓	?	✗
	Invoicing system	✓	✓	✓	?	✓
	Monthly reports	✓	✓	✓	?	✓
	Live Dashboard	✓	✗	✓	?	✗

# Our competitive advantages put us in a leading position to take on MENA



## Community

Hyperlocal community connecting Padel ecosystem



## Player Personalization

- Matches played
- Level
- Official Federation record
- Tournaments Played
- Player level matching



## On-demand facility management

- Real time tracking of facility performance
- On-demand Account management to maximize revenue



## White Label Solution

Immediate enabled web presence

In Development



## Coaching

Module connecting coaches with different players of different levels



## Federations

Officially connected to Federation allowing authentication of player scores



## Tournaments

End-to-end management of tournaments of different sizes

Social Games maximizes engagement and occupancy

APP STORE

## Truly Local

App developed for the region - fintech, language etc.

# Arena has been developed for its users from the ground up

"A wonderful and advanced program that aims to serve all those interested in the sport of padel. It has a promising future"

 - Abdulrahman AlThawadi,  
Facility Owner

"An excellent program. Easy booking. Friendly matches arranging. Easy to find partners and opponents. Live results of matches in Bahrain tournaments"

 - Abdulla Bokamas  
Player

"The way the tournaments are displayed is an exceptional feature that gives them an advantage. Currently, it is the best application in Bahrain and there is no competitor"

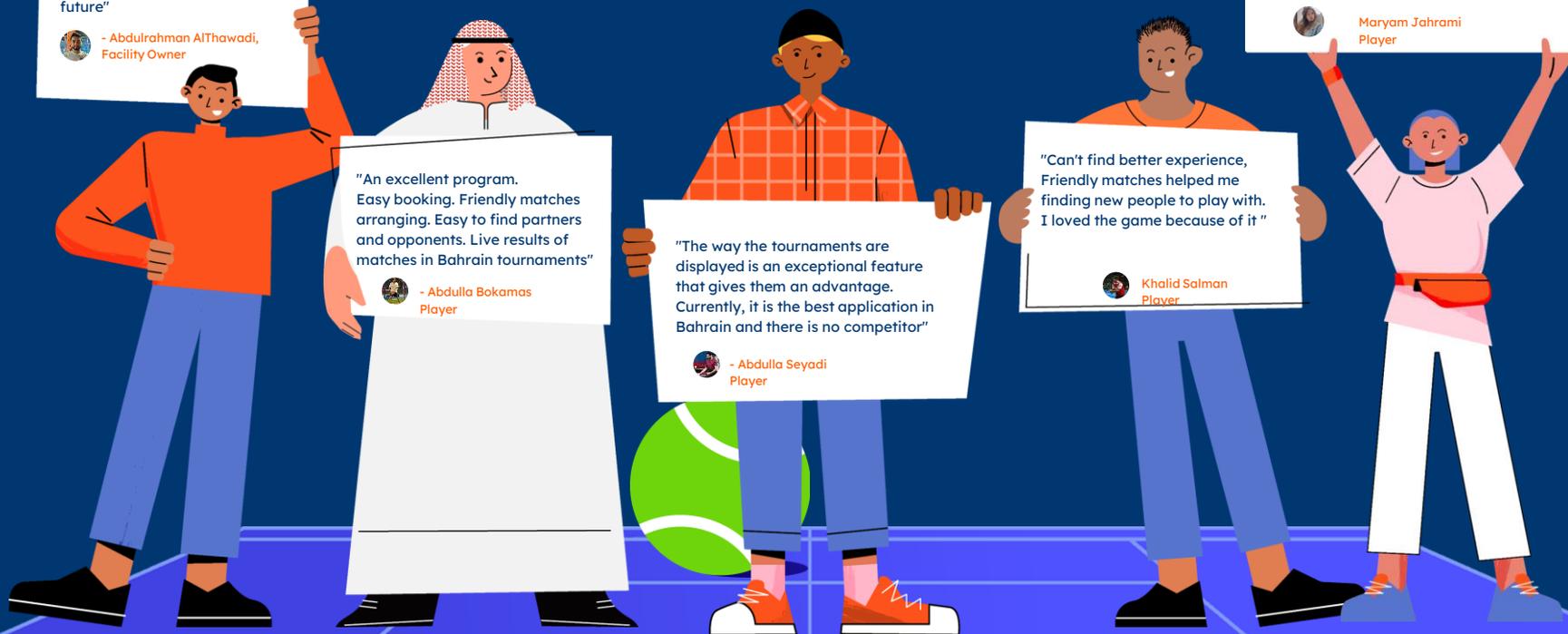
 - Abdulla Seyadi  
Player

"Can't find better experience, Friendly matches helped me finding new people to play with. I loved the game because of it"

 Khalid Salman  
Player

"There is no app like it, very efficient and effective. You can easily book arrange and participate in friendly or competitive matches, participate and arrange tournaments with access to live results and player rankings. IT'S THE BEST APP FOR PADEL players have all the necessary features and more"

 Maryam Jahrami  
Player



# With a mature, modular, and scalable tech stack built from scratch ...



## Player interface

- ▶ Player interface can be utilized by players and coaches to book courts, matches, track scores, etc.



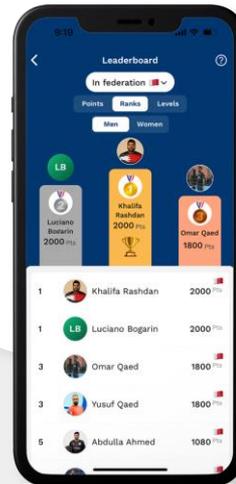
## Rank and community

- ▶ Full visibility on your performance, country and federation rankings.



## Tournament Module

- ▶ Interface to run tournaments from registrations, live score tracking, referee module, brackets, ladder generation, etc.



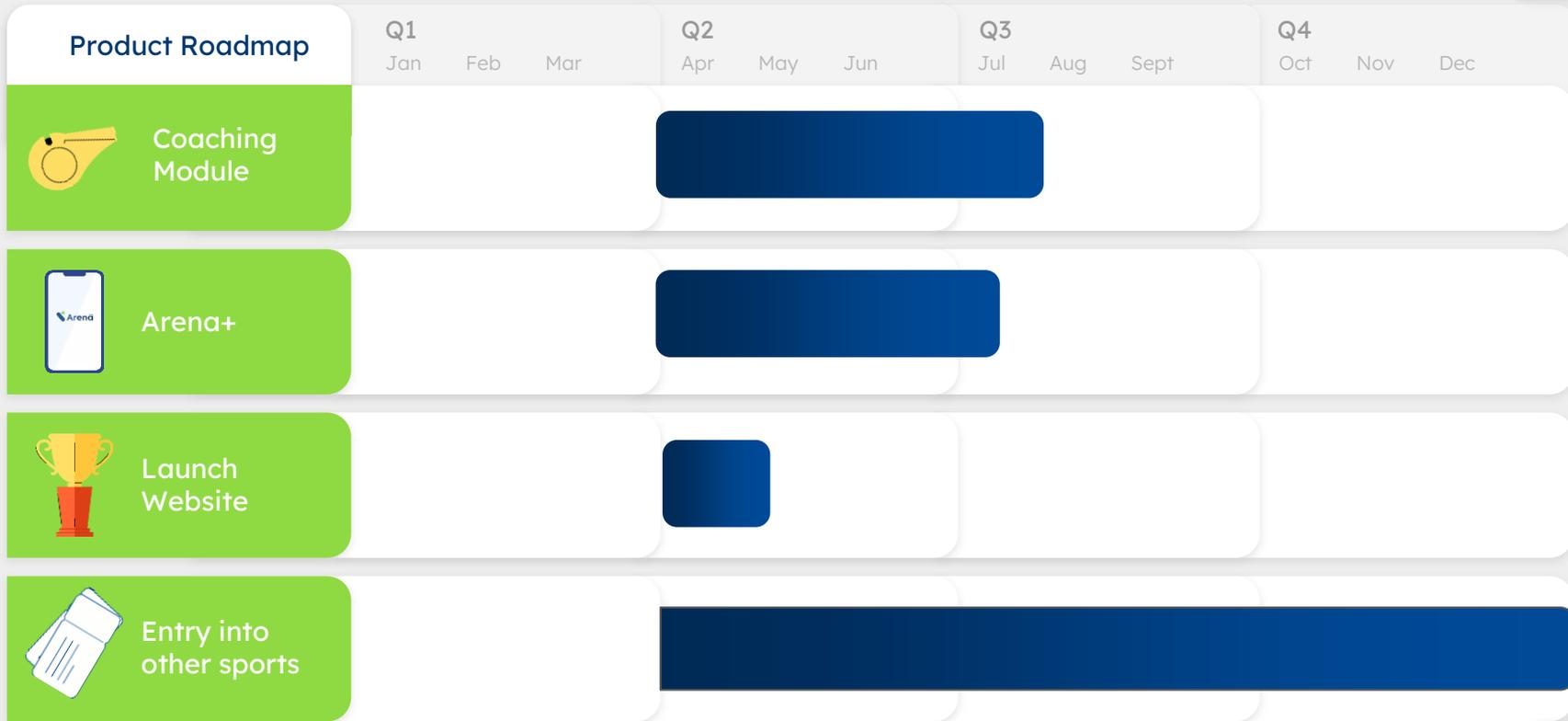
## Facility backoffice

- ▶ Backend interface to monitor performance, modify content, pricing, retain members and build loyalty, etc.



# ... and an excellent roadmap of features poised for 2023

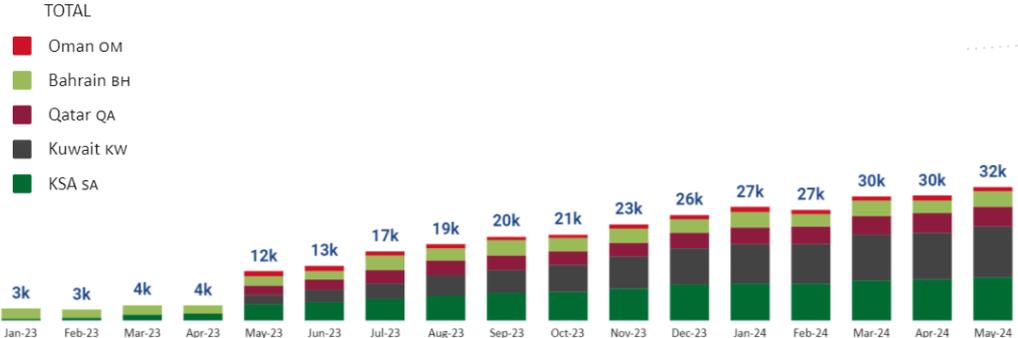
Seed funding round



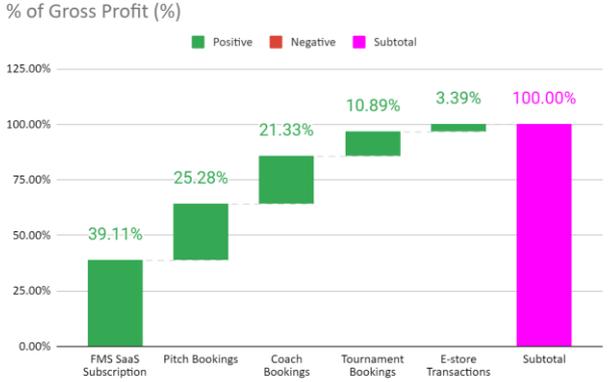
January 2024

# We have a healthy distribution of revenue streams to support the business and a clear playbook to capture other markets ...

## Gross Profit Roadmap

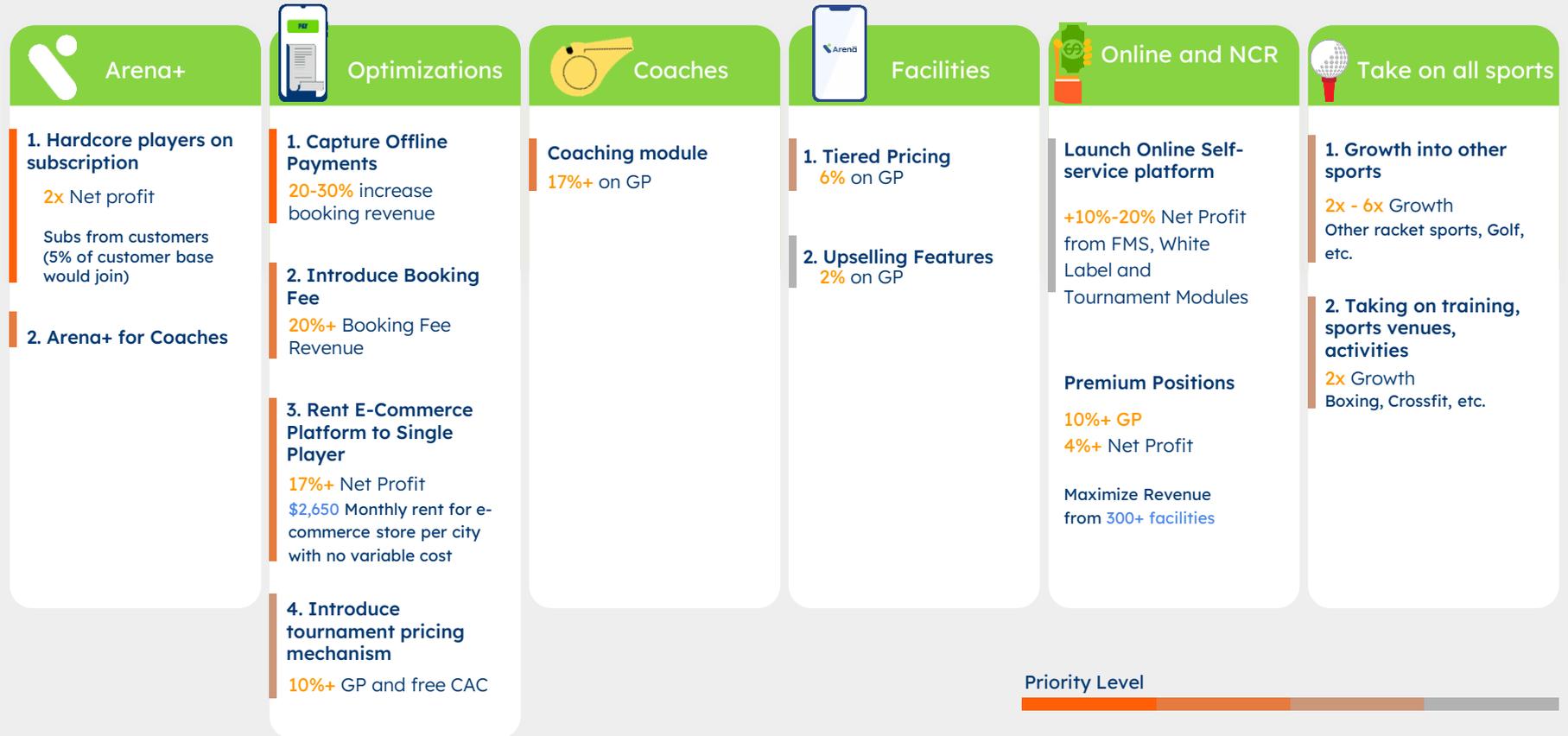


## Monthly GP Contribution breakdown during Series A

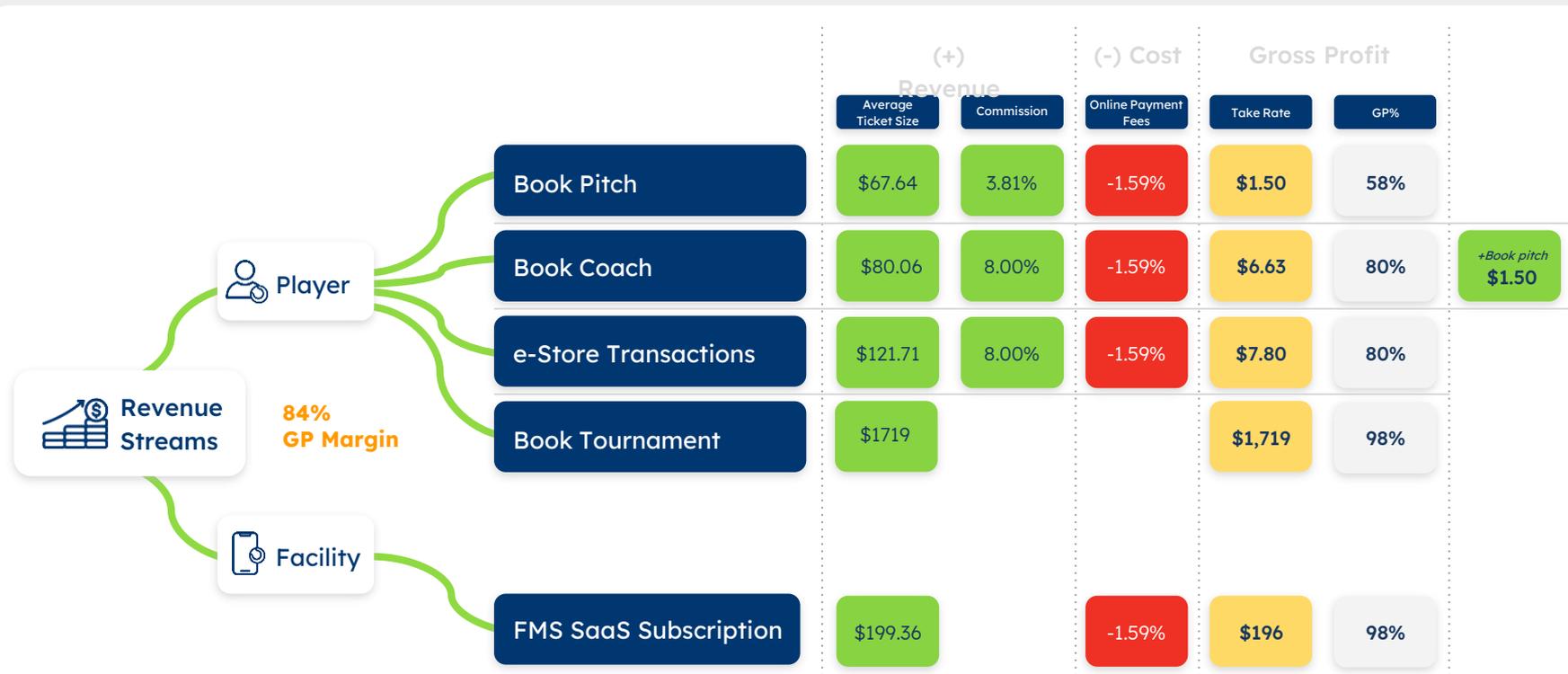


\* All figures in USD  
 \* "Steady state" data after capturing 60% of Serviceable Obtainable Market  
 \* E-store transactions can increase by 6% GP contribution a planned optimization

# ... and possess multiple levers to multiply our EBITDA ...



... while achieving healthy unit economics due to our lean SaaS model



\* Weighted average figures for all markets converted to USD

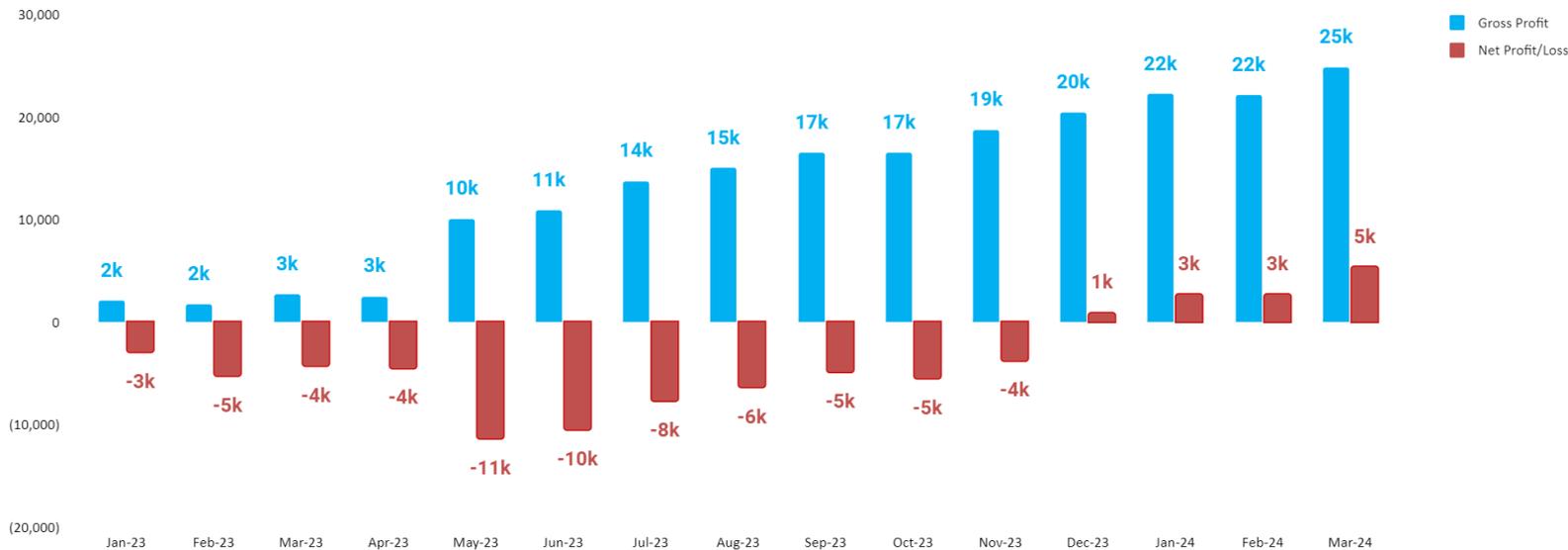
\* "Steady state" data after capturing 50% of Serviceable Obtainable Market

\* Online Payment Fees also include Currency exchange fees (conservative figures)

# ... with ~9 months until capturing all markets and reaching escape velocity

● Gross Profit   ● EBITDA   ● Burn (-)

Gross vs Profit



# With the right founding team to take it to the next level

## Founding team



**Othman Janahi**  
Co-founder & CTO



**Bader Ali Mattar**  
CEO



## Team



**Tareq Dogheim**  
Kuwait Country Launcher  
talabat



**Mohamed Macki**  
Oman Country Launcher  
BankMasrat



**Hussain AlQayem**  
Back-end and Ops  
Ithmaar Bank

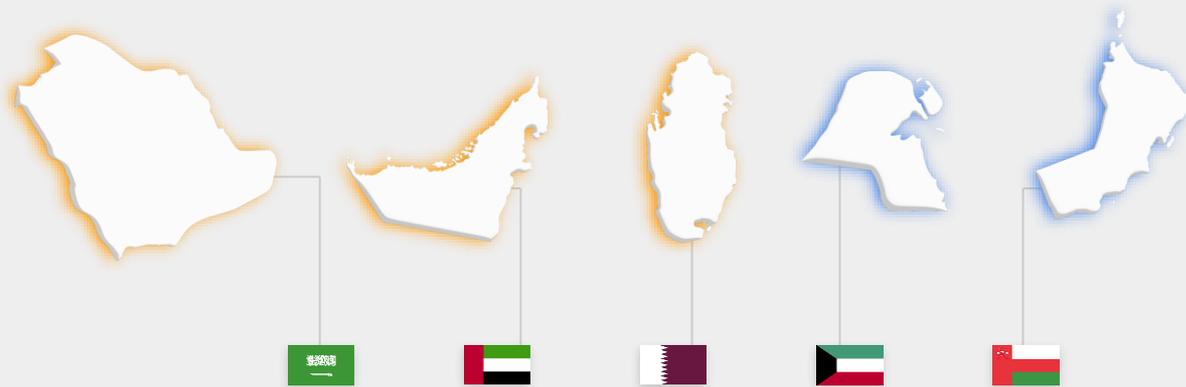


**Talal Ahmed**  
Country Coordinator

# With the same playbook applied in Bahrain, we intend to capture the GCC sports facilities market ...



No of Facilities <sup>1</sup>	126
Tournaments	12
MAU	1.1k
Daily Bookings	45
Daily Coach Bookings	16



Country	KSA	UAE	QTR	KWT	OMN
No of Facilities	630	300	138	357	72
MAU	6k	5k	2.7k	4.8k	1k

● Captured     
 ● Launched     
 ● Targeted

<sup>1</sup> As of Nov 2022, 70% of Bahrain Padel facilities have been captured (26 in total)



Thank you

