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PRIVATE & CONFIDENTIAL

HIP & FLO

COUNTRY OWNERSHIP

Country Ownership

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Country Ownership Opportunities

A Luxury Racquet Sports & Lifestyle Brand

- ONE COUNTRY.
- ONE PARTNER.
- ONE FUTURE.

Our Vision

To become the world's leading lifestyle brand in racquet sports.

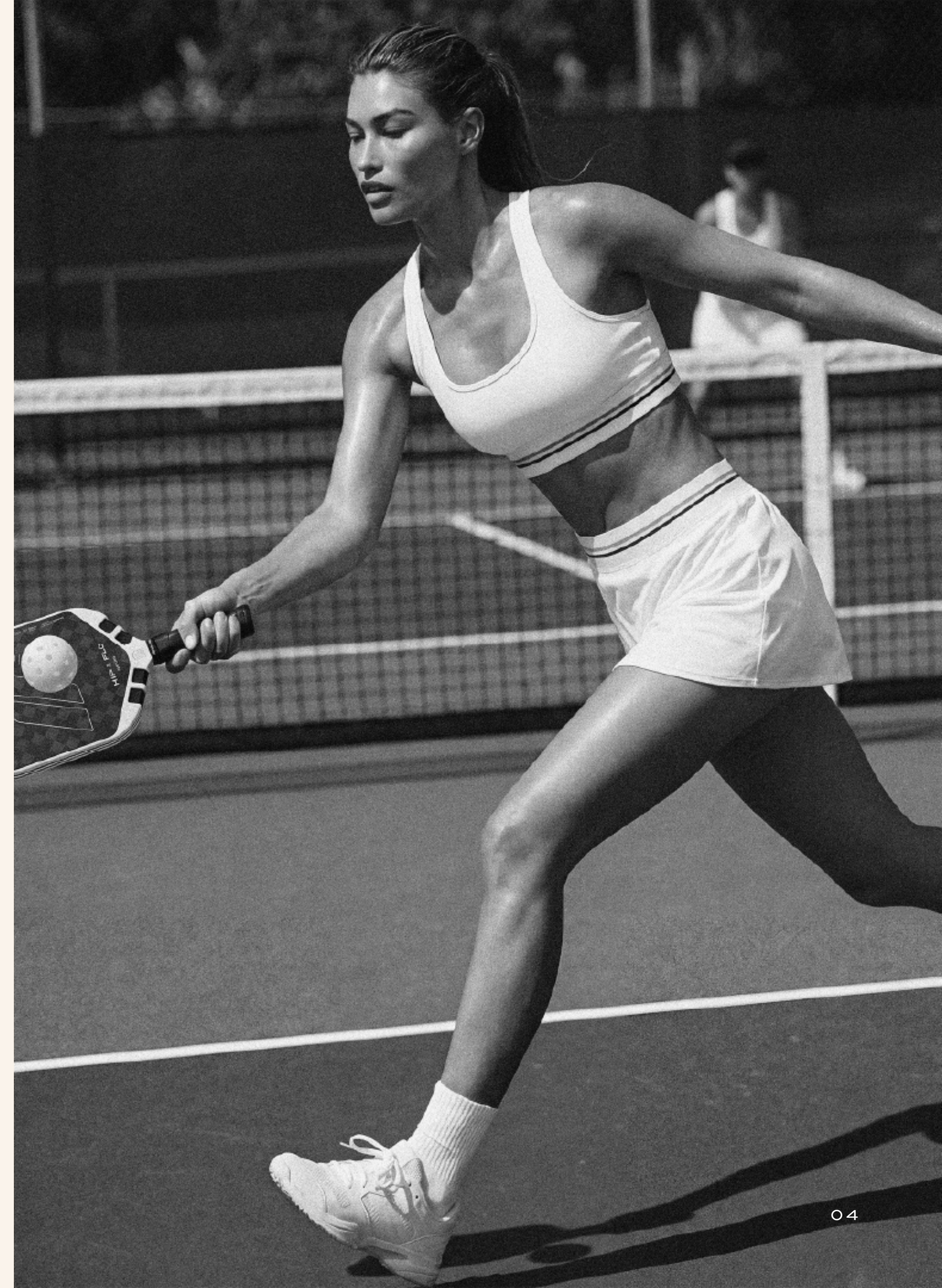
We envision a future where Hip & Flo is recognised globally as the brand that defines the culture of modern padel and pickleball, bringing together performance, design, community and lifestyle under one iconic name.

More than a sports brand, Hip & Flo aims to inspire a global movement built around connection, ambition and a shared passion for the game.

Our Mission

To create the world's most desirable racquet sports lifestyle brand by combining exceptional products, timeless design and a deep connection to the culture of modern padel and pickleball.

We exist to elevate the experience of players on and off the court through premium equipment, heritage inspired apparel and a brand that represents the spirit, style and community of the game.



The Future Of Racquet Sports

Padel and pickleball have become two of the fastest-growing sports in the world, attracting more than 100 million players globally and creating a rapidly expanding multi-billion-dollar market.

Driven by their accessibility, social appeal and broad demographic reach, these sports are creating a new generation of consumers and significant opportunities for premium brands.

Hip & Flo has been created to capture that opportunity; combining performance, design and lifestyle to build one of the defining brands of modern racquet sports.

100m+ Players Worldwide

A rapidly growing global community spanning all ages, abilities and demographics.

150+ Countries

Padel and pickleball continue to expand into new markets around the world.

Multi-Billion Dollar Market

A growing global market driven by increasing participation, consumer spending and demand for premium products and experiences.



Why Now?

Padel and pickleball are experiencing extraordinary global growth, attracting millions of new players and creating one of the most exciting opportunities in modern sport.

Yet despite the rapid expansion of both sports, there is still no globally recognised premium lifestyle brand that truly defines the category.

Hip & Flo was created to fill that gap.

For entrepreneurs, investors and operators, the opportunity extends beyond products alone. It is an opportunity to participate in the growth of a premium global brand at a stage when many of the world's most attractive territories remain available.

As participation continues to rise and the market matures, the strongest brands will emerge as long-term category leaders.

The opportunity to secure a territory exists today. It may not exist tomorrow.

Market Opportunity

Padel and pickleball are transforming the global sports landscape, creating significant opportunities for premium brands positioned at the intersection of sport, lifestyle and community.



UK and Europe

Europe remains the global centre of padel, while pickleball participation continues to accelerate. Strong consumer demand for premium equipment, apparel and lifestyle brands presents a substantial growth opportunity.

United States

The world's largest pickleball market and one of the fastest growing padel markets. A highly attractive region for premium products, brand partnerships and community-led growth.

Middle East

One of the most exciting markets globally. Padel is already deeply established across the region, while pickleball is expanding rapidly among affluent, health-conscious consumers seeking premium brands and experiences.

Asia Pacific

Rapidly growing participation, increasing disposable income and strong sporting cultures make Asia Pacific a key long-term growth market for both padel and pickleball.

Australia & New Zealand

Established sporting cultures, strong participation rates and growing interest in racquet sports create ideal conditions for the expansion of premium lifestyle brands.

Introducing Hip & Flo

A Modern Luxury Racquet Sports Lifestyle Brand

Padel and pickleball are experiencing extraordinary global growth.

Millions of new players are discovering the sports every year, new clubs are opening across the world, and an entirely new generation of consumers is emerging.

Yet despite this growth, the market remains fragmented.

Most brands focus exclusively on performance equipment. Others focus solely on apparel. Very few have successfully created a brand that represents the culture, lifestyle and identity surrounding modern racquet sports.

We believed there was an opportunity to create something different. Hip & Flo was founded to become the premium lifestyle brand for the next generation of padel and pickleball players.

Combining exceptional products, timeless design and a deep connection to the culture of the game, Hip & Flo exists to bridge the gap between sport, fashion and lifestyle.

Our ambition is simple: To build one of the world's most recognised and desirable racquet sports lifestyle brands.



Why Hip & Flo?

Hip & Flo has been built from the ground up to become one of the defining lifestyle brands in modern racquet sports.

Every product, detail and brand asset has been developed with a relentless focus on quality, performance and design. Our ambition is simple: to create products that players are proud to use on court and a brand they aspire to be part of off it.



Luxury Positioning

Hip & Flo has been built as a modern luxury racquet sports lifestyle brand, combining premium materials, refined design and technical performance.

Positioned between sport, fashion and lifestyle, we appeal to a new generation of players who value both performance and personal style.



Built For The Future

Created specifically for the rapidly growing padel and pickleball markets, Hip & Flo reflects the culture, community and lifestyle surrounding modern racquet sports.



A Complete Brand Platform

From premium padel and pickleball equipment to performance apparel and heritage inspired lifestyle collections, Hip & Flo offers a diversified product ecosystem designed to create multiple revenue opportunities.



Exclusive Country Ownership

Each country is awarded to a single long-term partner, creating genuine exclusivity and the opportunity to build lasting value as the brand expands globally.

↘ ONE COUNTRY.

↘ ONE PARTNER.

↘ ONE OPPORTUNITY.

The Hip & Flo Ecosystem

Padel Racquets & Pickleball Paddles

Our racquets and paddles have been developed in collaboration with leading industry specialists and produced using custom-engineered moulds, advanced materials and premium manufacturing techniques.

Designed to deliver exceptional performance, feel and durability, every model reflects the same philosophy that defines the Hip & Flo brand: timeless

design, meticulous attention to detail and uncompromising quality.

These are not generic white-label products. They are proprietary designs created exclusively for Hip & Flo and developed to compete with the very best brands in the market.

Performance & Heritage-Inspired Lifestyle Apparel

Hip & Flo apparel has been created for a new generation of racquet sports enthusiasts; people who value style, quality and performance both on and off the court.

Inspired by the heritage and elegance of traditional racquet sports, our collections combine premium materials, technical functionality and timeless design to create products that feel equally at home during competition, travel, social occasions and everyday life.

While engineered to deliver comfort, breathability and freedom of movement during play, Hip & Flo apparel is designed to go far beyond the court. From morning coffee and club culture to weekend travel and post-match socialising, each piece reflects the lifestyle that surrounds modern padel and pickleball.

This unique blend of performance and lifestyle positioning allows Hip & Flo to occupy a space few brands currently own — creating products that players choose not only because they perform exceptionally, but because they represent the culture, ambition and identity of the sport itself.

The result is a collection that seamlessly bridges sport and lifestyle, enabling customers to wear Hip & Flo wherever the game takes them.

Country Ownership Opportunity

Build Hip & Flo in Your Market

Hip & Flo is offering exclusive country ownership opportunities to a select number of partners worldwide.

Under a long-term brand licence agreement, country owners receive the exclusive rights to build, market, distribute and grow the Hip & Flo brand within their territory.

This is not a traditional distribution agreement or agency arrangement. It is an opportunity to become the exclusive steward of the brand in your market and participate in the growth of one of the most exciting emerging names in modern racquet sports.

Each territory is awarded to a single long-term partner.

Once allocated, the territory is permanently closed.

- ONE COUNTRY.
- ONE PARTNER.
- ONE BRAND.



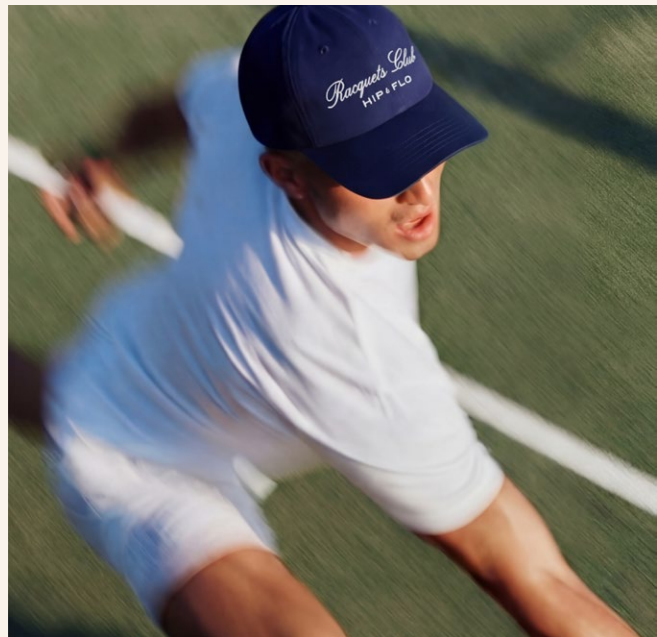
What's Included

As a Hip & Flo Country Owner, you receive access to a comprehensive platform designed to support long-term growth and market expansion.

You will also receive:

-  Exclusive country ownership rights under a long-term brand licence agreement
-  Access to the complete Hip & Flo product portfolio
-  Premium brand assets, photography, video and marketing materials
-  Territory-specific e-commerce platform
-  Wholesale and trade sales opportunities
-  Access to future product launches and limited-edition collections
-  Ongoing product development and innovation
-  Global brand support and strategic guidance
-  Preferred manufacturing and supply chain relationships
-  Access to the Hip & Flo Country Owner network
-  Designed to provide everything required to build a significant and valuable business within your territory.

Multiple Revenue Streams



Direct-To-Consumer

Build a premium direct-to-consumer business through your local e-commerce platform, social media, partnerships and digital marketing activities.



Wholesale & Trade

Supply clubs, academies, retailers, resorts and sporting facilities throughout your territory, creating recurring B2B revenue and increasing brand visibility.



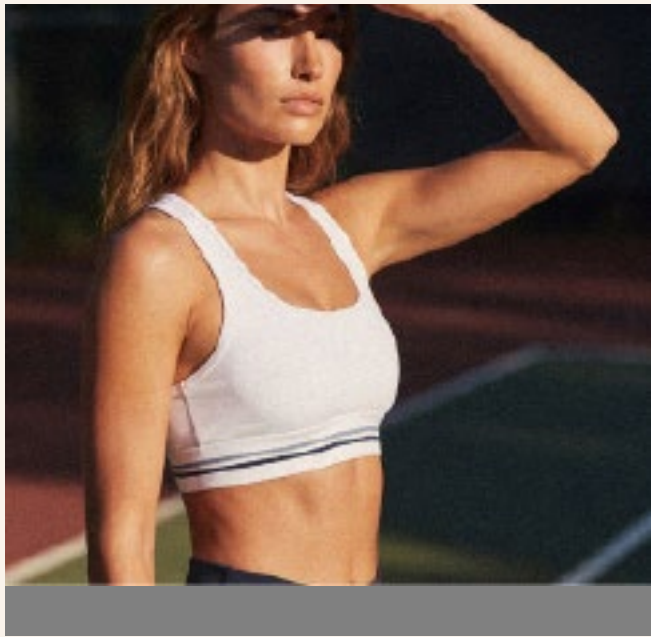
Ambassador & Athlete Networks

Develop local communities of players, coaches, ambassadors and athletes who help grow brand awareness and generate sales through authentic advocacy.



Events & Experiences

Create local tournaments, launch events, club partnerships and brand activations that strengthen community engagement and accelerate growth.



Future Opportunities

As Hip & Flo expands, country owners will benefit from future product categories, collaborations, limited editions and additional revenue opportunities introduced across the global brand platform.

Optional Club Development

For selected country owners seeking to accelerate brand growth, Hip & Flo has developed a premium padel, pickleball and wellness club concept.

Designed as a flagship destination for the brand, the model combines world-class courts, fitness, recovery, hospitality and retail to create a complete racquet sports lifestyle experience.



While ownership of a club is not required, it offers ambitious partners an additional pathway to expand the brand, create community and unlock new revenue opportunities within their territory.

Available subject to market suitability and separate commercial arrangements.



A Rare Opportunity

Hip & Flo is still at the beginning of its journey.

The territories available today represent an opportunity to participate in the growth of a premium global brand before widespread market expansion.

We are not seeking large numbers of partners. Instead, we are carefully selecting a small group of ambitious entrepreneurs, operators and investors who share our long-term vision and commitment to building something exceptional.

For the right partners, this is more than a commercial opportunity.

It is an opportunity to help shape the future of one of the most exciting emerging brands in modern racquet sports.

➤ ONE COUNTRY.

➤ ONE PARTNER.

➤ ONE FUTURE.



The Founders

Hip & Flo was founded by a team that combines entrepreneurship, sporting expertise and world-class brand building.

United by a shared passion for padel and pickleball, the founders recognised a significant gap in the market; while participation was growing rapidly around the world, no premium lifestyle brand existed to serve the next generation of racquet sports players.

Joe Hill

CEO & CO-FOUNDER, HIP & FLO

Entrepreneur and business builder with more than 20 years of experience across technology, finance, hospitality and consumer brands. Joe leads the strategic growth of Hip & Flo and its ambition to become one of the world's leading racquet sports lifestyle brands.

Tabbi Hill

CO-FOUNDER, HIP & FLO

Business owner, operations specialist and one of the UK's leading female padel players. Tabbi brings deep industry knowledge, sporting credibility and a genuine understanding of the modern racquet sports consumer.

Ben Allason

CO-FOUNDER & CREATIVE DIRECTOR

Brand strategist and designer with more than 15 years of experience developing consumer brands. Ben leads the creative vision of Hip & Flo, overseeing brand identity, product design and consumer experience.

Together

Together, the founders bring a unique combination of commercial leadership, sporting credibility and creative excellence.

Their experience spans entrepreneurship, business operations, consumer branding, product development and competitive sport, creating a foundation designed not simply to launch a brand, but to build one with genuine long-term relevance and global potential.

Unlike many brands that are built around a product category, Hip & Flo has been built from within the sports themselves. As active participants in the communities they serve, the founders remain closely connected to the culture, lifestyle and aspirations of modern racquet sports players.

This combination of experience, authenticity and long-term thinking sits at the heart of Hip & Flo and underpins its ambition to become one of the defining brands in modern racquet sports.



Enquire

Hip & Flo is currently selecting a limited number of long-term partners worldwide.

We are seeking ambitious entrepreneurs, operators and investors who share our vision of building one of the world's leading racquet sports lifestyle brands.

Each territory will only be awarded once.

If you would like to explore ownership opportunities within your market, we would welcome a confidential conversation.

➤ ONE COUNTRY.

➤ ONE PARTNER.

➤ ONE FUTURE.

www.hipandflo.com/ownership

partner@hipandflo.com