



VVV Sports fully acquires 100% ownership of TOPSERIES Pickleball, reinforcing the circuit's foundations and long-term international development across Europe, Middle East and Africa.

TOPSERIES Pickleball is entering a new stage following the decision of VVV Sports to increase its involvement and fully acquire the circuit. This step consolidates a shared commitment to become the dominant force in pickleball across Europe, the Middle East and Africa, developing player pathways, event infrastructure and commercial partnerships across the region.

Over the past months, TOPSERIES Pickleball has undergone a period of reorganization and key decision-making to shape the next phase of the circuit. During this period, VVV Sports, a next-generation sports, media and entertainment business focused on building the infrastructure behind the world's fastest-growing emerging sports, including padel and pickleball, has strengthened its support by transitioning from partial involvement to full ownership of the circuit.

According to recent regulatory announcements, VVV Sports is advancing a broader expansion strategy that includes international development, operational growth and new investment initiatives. This includes a proposed £5 million placing to support the acquisition of TOPSERIES Pickleball and accelerate the company's expansion plans across Europe, the Middle East, Africa and the United States. These steps reflect VVV Sports' long-term vision to build sustainable competitive structures supported by governance, media, player development and commercial partnerships.



A circuit built on structure, innovation and player development

Since its launch, TOPSERIES Pickleball have played a key role in supporting the growth of the circuit and strengthening its presence in Europe.

The full acquisition by VVV Sports represents an evolution, not a complete change. The original aims and goals of TOPSERIES remain the same: to build a credible, organised and sustainable competitive structure that creates opportunities for players, provides value to clubs and partners, and contributes to the long-term development of the sport.

With the acquisition from VVV Sports, TOPSERIES Pickleball will continue advancing the structure of its categories, strengthening consistency across events, improving communication channels and expanding opportunities for players at all levels. This new stage reinforces the circuit's commitment to clarity, stability and long-term planning.

A shared commitment to sustainable growth

Pickleball is experiencing rapid growth worldwide, and both organisations believe TOPSERIES Pickleball is well positioned to support this momentum in a structured and sustainable way. The integration with VVV Sports provides the circuit with the infrastructure, governance and long-term stability needed to continue developing a credible and internationally respected platform for the sport across Europe, the Middle East and Africa.

In the coming weeks, TOPSERIES Pickleball will share further updates on the evolution of the circuit, upcoming competitions, player-focused initiatives, and the continued development of the circuit's long-term vision.

Thank you to everyone who continues to be part of this journey.