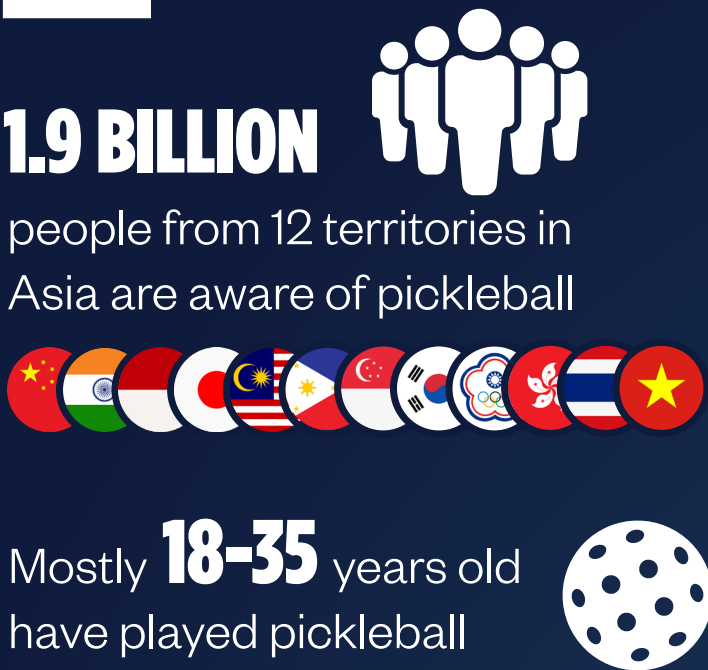


STATE OF PLAY IN ASIA

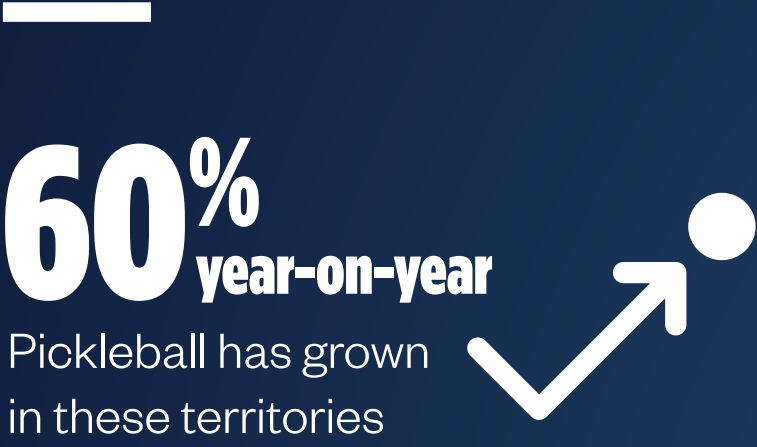
ASIA: THE NEXT FRONTIER FOR PICKLEBALL



GAME ON!



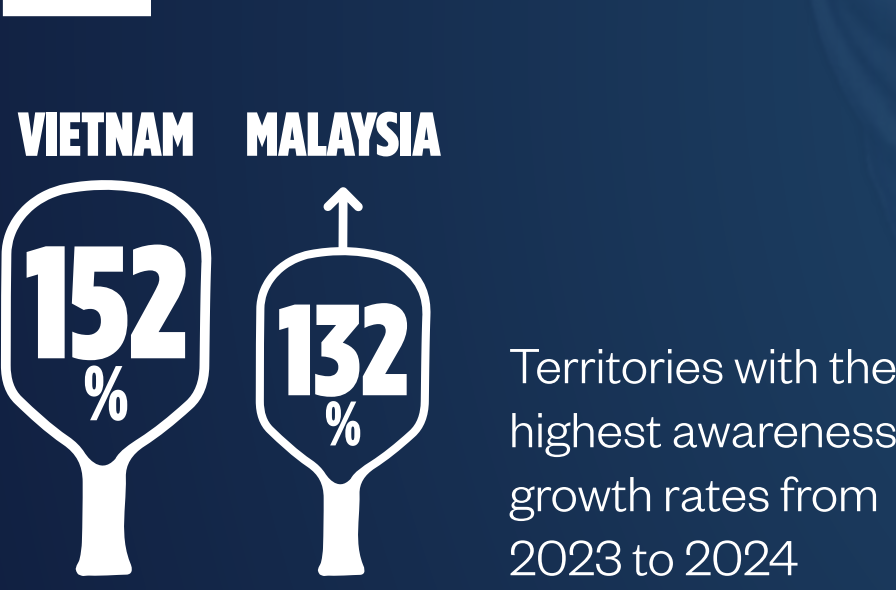
TERRIFIC TRAJECTORY



PICKING UP PICKLEBALL



S.E.A CHANGE



TOP 3 TERRITORIES WITH FREQUENT PLAYERS (play once a month)



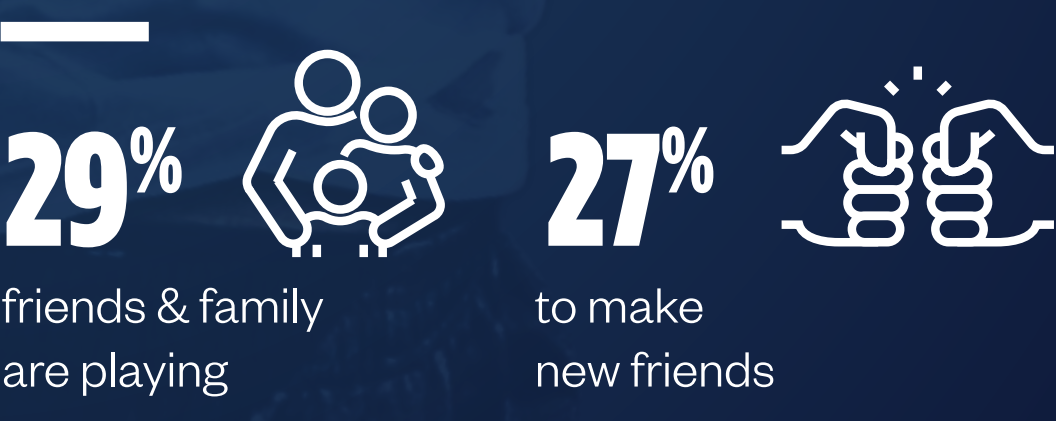
FUN, FITNESS FOR ALL

Top Reasons for Playing Pickleball



A SENSE OF COMMUNITY

More reasons for playing pickleball



Methodology

The findings emerged from an online survey of over 14,000 respondents across 12 territories: China; Chinese Taipei; India; Indonesia; Japan; Malaysia; the Philippines; Singapore; South Korea; Hong Kong, China; Thailand and Vietnam.

The sampling was done based on a territorially representative sample of each territory, with at least 1,000 respondents per market. The responses were then extrapolated based on population size.

YouGov An international online research data and analytics technology group with operations worldwide, including the Asia Pacific. YouGov draws on a detailed understanding of over 29 million registered panel members to deliver accurate, actionable consumer insights.

UPA ASIA The owner of the premier professional and amateur pickleball tour, the PPA Tour Asia, and pickleball league, MLP Asia. Developing professional pickleball athletes and fostering a community in Asia, UPA Asia will forge world-class events, teams, professional pathways, high-performance training and long-term partnerships.