PRO SHOPS

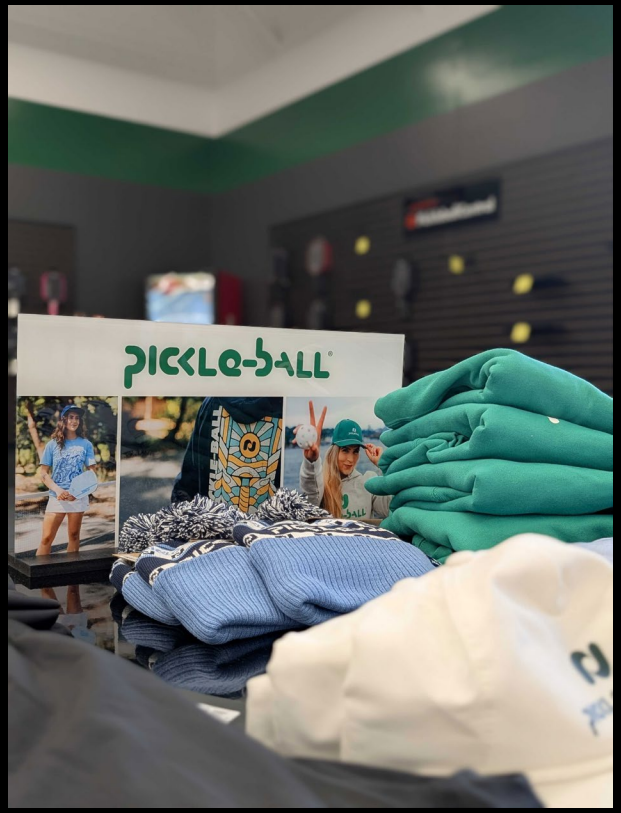
POWERED BY PickleballCentral

An option for every club

IAPF Conference | June 19, 2025

Pro Shop Model Overview

- Pickleball Central's multiple models
- Powered By for limited liability
  - Pickleball Central owns all merchandise until sold
  - Customized pro shop packages
  - Ongoing marketing, ordering, and operational support
  - Access to wholesale for club maintenance
- Wholesale for owning inventory
  - More customization – Buy what you want to sell
  - More hands-on – The product is yours
  - Wholesale account manager for ordering & support



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Key Accounts Nationwide

- Over 100 stores currently open
- Strategic partnerships with Dill Dinkers, Picklr, and independent facilities
- New stores opening weekly
- Growing team of internal support
- Zero cancellations

Coming Soon...

Chico, CA | Freehold, NJ | Madison, WI | Charleston, SC | Bozeman, MT

Visuals & Store Layouts

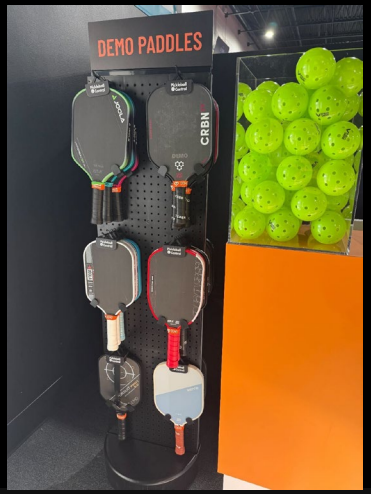
Newest Paddles

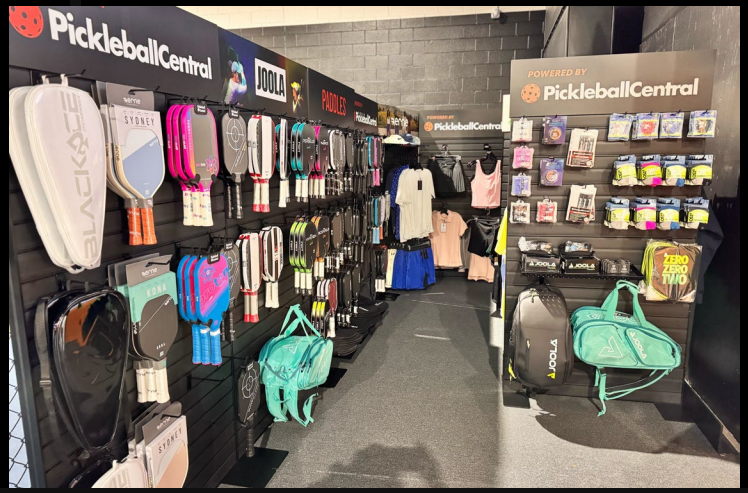
Accessories

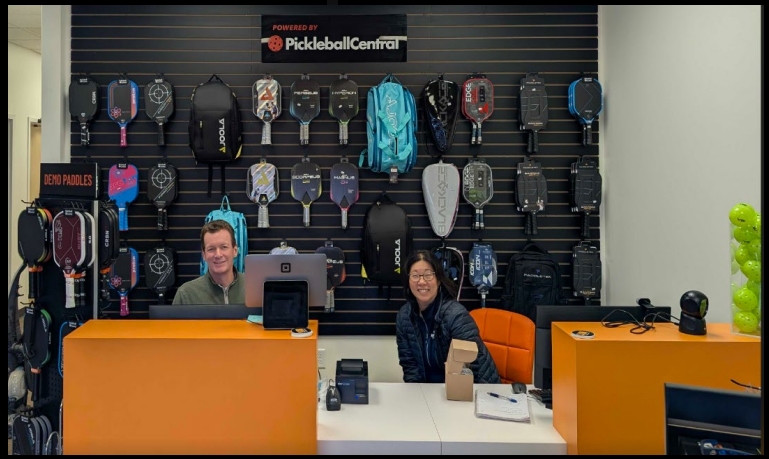
Apparel

Bags

and more...







Demos

30-40 Models

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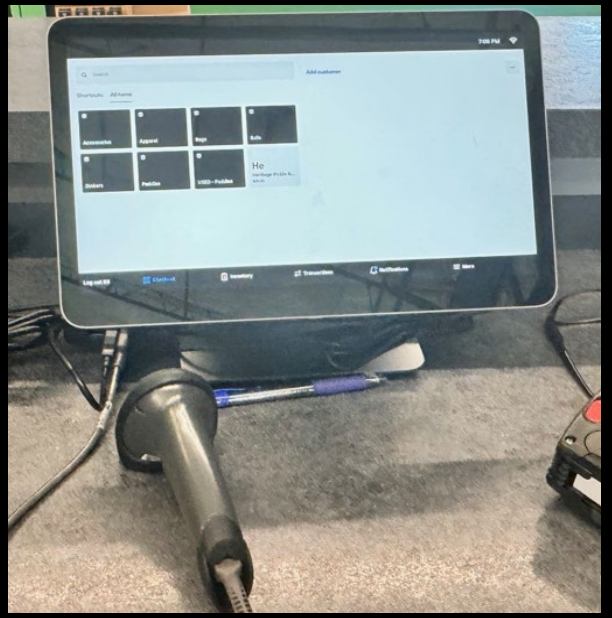
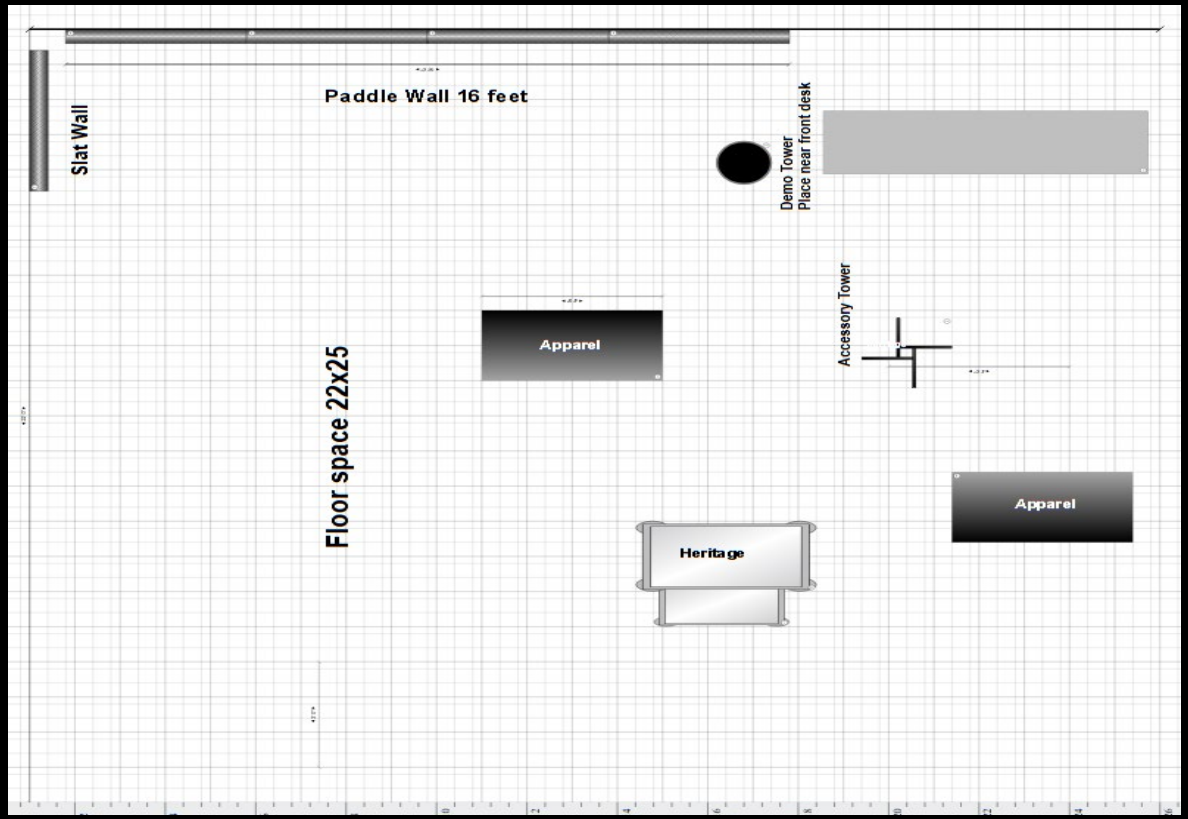
Why Powered By?

- Pickleball Central takes the inventory liability so you don't have to
- Newest paddles on release
- Our planning and execution gives you a turn-Key Pro Shop
- Robust Demo Program that updates as new paddles come out
- Slowly pay off your fixtures with no interest
- We cover inventory/signage and P.O.S system
- Additional marketing and club location exposure through Pickleball Central
- Dedicated team after opening for replenishment and assistance



Pro Shop Map



“POWERED BY” MODEL

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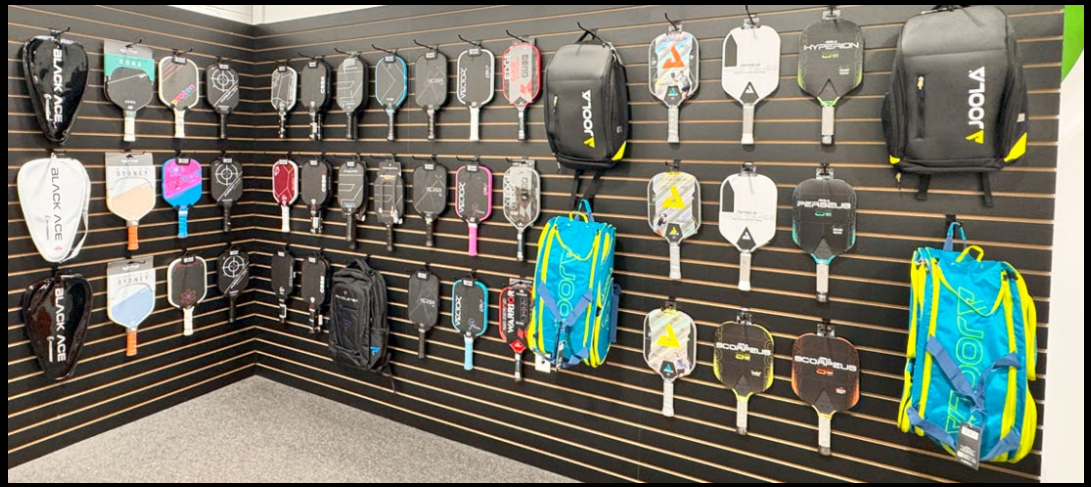
Pro Shop Fixtures

	Dill Dinkers																	
Peg 1		Prokennex	Sydney	Proton	Engage	Six Zero	Bag	Joola	Joola	Joola	Bag	CRBN	Paddletek	Pro XR	Versix	Versix	Diadem	Rally
Peg 2		Prokennex	Kona	Proton	Engage	Six Zero	Bag	Joola	Joola	Joola	Bag	CRBN	Paddletek	Paddletek	Versix	Versix	Diadem	Rally
Peg 3		Prokennex	Sydney	Proton	Engage	Six Zero		Joola	Joola	Joola		CRBN	Paddletek	Paddletek	Versix	Versix	Diadem	Rally



Customizable Merchandise Selection

- Pickleball Central's standard selection can be added to
- Club-specific gear
- Local small business support
- Test runs of new brands
- No profit taken by PBC; all back to you

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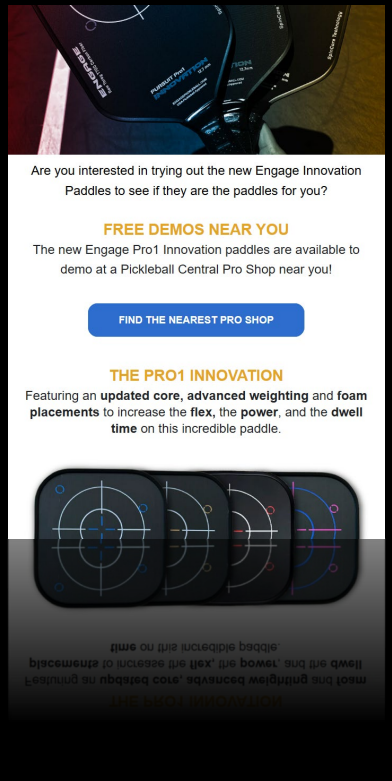

Marketing Support

- Professional ongoing marketing support
- Pickleball Central's industry largest database of customers
- Geotargets to your location
- Club opening announcements

Thousands of Options

- Everflow referral program
- Pickleball Central's entire library of items
- Paddles outside the program
- Footwear, paddles, apparel, and more
- 10% of total sale to the club on almost every item
- Rewards program benefits
- Easy to install

Not finding everything you want? Pickleball Central has the rest.

Scan the QR Code to support your club!

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Pro Shop Support Team

- Pickleball Central employees dedicated to your success
- Intermittent sales, in-store promos, and email alerts
- Answers to questions and on-demand training
- Restock support

PickleballCentral.com PRO SHOP UPDATES

Hi Maxwell,

Price Updates and Coming Soons

Hi team! Happy May - where we see the payoff of last month's rain and we bring our moms breakfast in bed. I wrote a lot of words in this email, but I promise they are all important!

First, let's talk price drops:
The brand new Engage Innovation has already seen a drop in price from ~~$279.99~~ to **$259.99**. This puts it more in line with the market's expectations, and should generate some more interest in the paddle.

The price of the Zero Zero Two Paddle Cover was cut almost in half from ~~$16.99~~ to **$9.99**. This should be an easy add-on to a paddle purchase now.

I mentioned this one before, but it's worth bringing up again: The ProXR Signature line dropped **sixty dollars** from ~~$209.99~~ to **$149.99**. At this price, players get exceptional value for the cost.

Please use your pricing gun to update any of these items accordingly! The price is already updated in Square.

Coming Soons

The Diadem **BluCore** release is right around the corner! These paddles will be shipped directly to you from Diadem in Florida, alongside their demos and a neat sample of the revolutionary core so that players can see and feel the difference.

The release *may* be delayed by a few days from the 5/20 date we have talked about. We are working with Diadem to make sure that you have the paddles by the same day that they go live on the internet so that you don't miss out on sales.

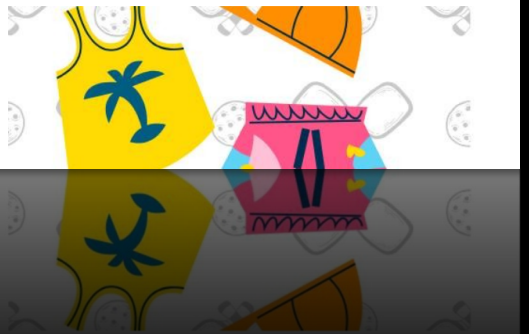
Here is a supplementary flyer that I'd like you to print out and post with the paddles when they arrive.

PRINT ME! PRINT ME!

Also on the horizon is...
Drumroll please...
🐷🐷🐷🐷🐷🐷
Something based on a lot of your feedback...
🐷🐷🐷🐷🐷🐷
And please keep this internal; we are not ready to announce to your members...

A summertime refresh of apparel!
Due to a number of factors, both internal and external, as well as your diligent feedback, we are executing a multi-step plan to bring you more fun & affordable pickleball apparel. We will be cutting back on the Erne line and expanding into more graphic tees and exciting performance clothing.
The exact steps are TBD, but we are considering everything from limited time sales to a callback of the lower selling items.

BUT (and there is a but), this will take some time. Please be patient and bear with us, knowing that we have significantly altered course based on everything we have heard from you, our partners. We are still in the preliminary stages of designing and producing the clothing, and we don't want to move forward until we have the replacements lined up.
With this refresh, we may also be altering some operational pieces like inventory check-ins. I have nothing firm yet, so it's business as usual for now - but I want you to be prepared to help with this change :)



“POWERED BY” MODEL

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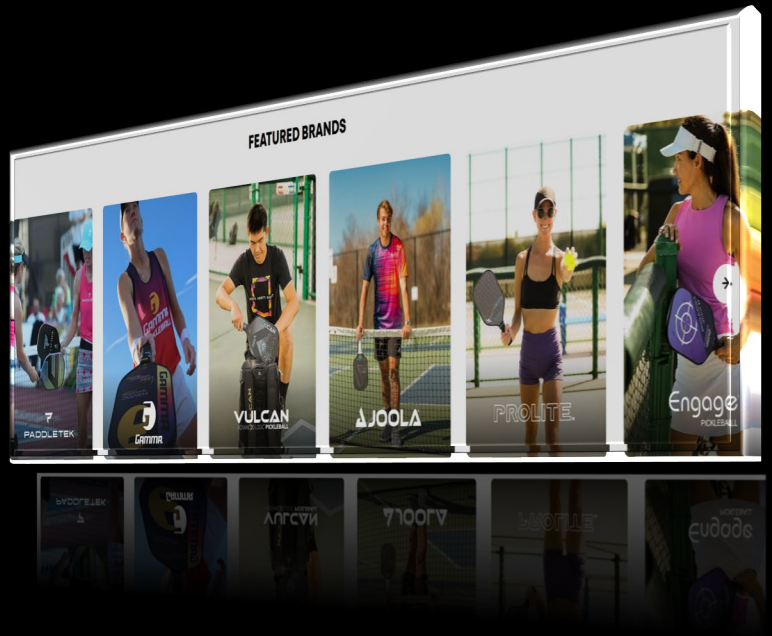
Pickleball Wholesale™

One Stop Shop

- Manage one relationship
- Online ordering through dedicated portal
- Account management team
- Flexible – can be combined with other agreements
- Wider customization of in-store selection



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