

PRESS RELEASE

Padel sport becomes a media event

PadelCity establishes subsidiary for digital live entertainment

- **German professional footballer Joshua Kimmich is Co-Founder of PadelCity Entertainment**
- **The One Point Challenge event will be rolled out serially and internationally**
- **Spanish top player Marta Ortega Gallego and global TikTok star Younes Zarou become shareholders and take on active roles**
- **Padelta, Peakz Padel and Mallorca Country Club become strategic partners of the One Point Challenge Tour**

Site 1 of 1

Press Contact
PadelCity

Marcus Prosch
Prosch Communications
E-Mail: marcus@prosch-communications.de

Munich, February 19, 2026. PadelCity is establishing a subsidiary, PadelCity Entertainment, with the goal of creating leading entertainment formats in padel tennis. Digital entertainment with strong community and interaction elements will play a central role – on an international level. The centerpiece is the One Point Challenge, which was already held twice at the PadelCity facility in Dortmund in 2025 and is being further developed into a One Point Challenge Tour (OPCT) this year. The focus is on maximizing the reach of these events, particularly through digital entertainment platforms such as YouTube and Twitch, as well as social media content on Instagram and TikTok.

www.padelcity.de

PadelCity Entertainment was founded and is managed by Jonathan Sierck (PadelCity co-founder & CEO) and Johann Griebel, who previously led the ProSiebenSat.1 creator network Studio71 and the fitness company Gymondo, among others. Co-founder Joshua Kimmich, a professional footballer and avid padel player himself, is also involved and will play a key role as an ambassador for the OPCT. Marta Ortega Gallego, one of the world's most successful padel players and currently ranked No. 8 in the FIP women's world rankings, will also join the OPCT as an ambassador and global padel expert. Also on board and involved in future OPCT events is the internationally renowned content creator and social media superstar Younes Zarou, himself an enthusiastic padel player who participated in last year's "Celebrity Padel World Championship," which was broadcast live on ProSieben and Joyn. Zarou delights over 100 million followers on TikTok, Instagram and YouTube with his creative videos and visual effects.

What makes the OPCT unique: Instead of long matches, a single rally decides who advances to the next round. Losers are eliminated immediately – there are no second chances. This rule makes the tournament particularly exciting for both participants and spectators. Anyone who wants to try their luck can participate.

The first tour stop of the event series takes place on April 18th of this year at the PadelCity facility in Regensburg. Among others, the well-known Twitch streamer and OPC 2025 semifinalist Adrian Vogt (Aditotoro) will participate as a player and broadcast partner, covering the event on his channels.

Jonathan Sierck, Co-Founder & managing director of PadelCity: “After hosting the One Point Challenge, the world’s largest padel tournament to date, at our facility in Dortmund last October, and launching the first “Celebrity Padel World Championship” in the same month together with ProSieben, Joyn and i&u Studios, the time is right for us to launch our own tournament series across Europe and establish padel matches as must-see media events, primarily digital ones.”

International Tournament Series with Strong Strategic Partners

Up to eight OPCT events are planned for 2026, where teams from across Europe will compete in tournaments held in different countries, each with the chance to win €10,000 in prize money. Participants will include amateur players of all skill levels, as well as professional players, celebrities, and creators. OPCT is open to everyone, and tournament registration is available via the website www.opct-official.com and the PadelCity app. Strategic partnerships have already been established with Padelta from Switzerland and Peakz Padel from the Netherlands, both leading padel sports providers in their respective home markets and known for their local community events.

Johann Griebel, Co-Founder and Managing Director of PadelCity Entertainment: “Anyone who has ever attended one of our padel events knows that the players' enthusiasm is contagious from the very first point, spreading to the audience. The OPCT is the perfect blend of sport, entertainment, and emotion. The thrill of a single point – everyone can feel it at any time. Until now, only a few thousand people have had the opportunity to be there in person. From now on, hundreds of thousands will not only follow the OPCT on their screens but also actively participate through interactive features on various video and social media platforms. Advertisers have various options to be involved with the OPCT as brand, media, or licensing partners. The tour is planned to run for several years.”

Joshua Kimmich, German professional footballer: “The OPCT is a unique format. It all comes down to the moment. To a single point that decides victory or defeat. Anyone who isn't fully focused goes straight home. Anyone who believes in themselves and their team can beat anyone here. It doesn't get any more exciting than this. I'm very proud not only to have invested in PadelCity, but also to have been involved with this special format as an ambassador from the very beginning.”

PadelCity and the Road to the One Point Challenge Tour

The launch of the OPCT was preceded by numerous events organized jointly by PadelCity and its partners, which were also supported by the media:

🏓 European Padel Championship at the Olympic Ice Sport Centre in Munich, live streamed via YouTube (2024)

🏓 OPC Vol. I & II, PadelCity facility in Dortmund, live streamed via Instagram (2025)

🏓 Padel Creator Cup, PadelCity facility in Dortmund, live streamed via Twitch* (2025)

🏓 Premier Padel Germany P2, Castello Düsseldorf, live streamed on Red Bull TV* (2025)

🏓 Celebrity Padel World Championship, SAP Garden Munich, live on TV (ProSieben) during prime time and streamed on Joyn* (2025)

*Third Party Event and Production

About PadelCity:

Founded in 2022 by FC Barcelona head coach Hansi Flick, entrepreneur and author Jonathan Sierck, and experienced serial entrepreneurs and investors Marcus Englert and Sebastian Weil, PadelCity is the market-leading operator of padel facilities in Germany, currently operating 25 facilities with more than 130 courts. Jonathan Sierck and Markus Balzat are the company's managing directors. The first facility in Austria (Innsbruck) will open this summer, with expansion to other countries planned. PadelCity currently boasts around 250,000 active players in its community (based on the last 12 months).

Padel is the fastest-growing sport in the world and is also developing rapidly in German-speaking countries. This racket sport, which combines elements of tennis and squash, is played on a 10x20 meter court surrounded by glass and mesh walls. These walls are an integral part of the game, resulting in longer and more dynamic rallies. The game is usually played in doubles, i.e., two against two.