Press release

JUMPSQUARE AND JUMP XL JOIN FORCES WITH THE SUPPORT OF NORDIAN CAPITAL PARTNERS

- The merger of Jumpsquare and Jump XL Trampoline Parks creates the largest network of indoor trampoline parks in Europe
- New combination under the banner “Jumpsquare Group” operates 40 trampoline parks in 5 European countries
- The Jumpsquare and Jump XL formulas will remain separate entities.

Amsterdam, Den Bosch, 5 December 2018 - Jump XL Holding BV has signed a conditional sales agreement with a view to the intended sale of all Jump XL activities to industry peer Jumpsquare with Nordian Capital Partners as the majority shareholder. Jumpsquare Holding will buy all Jump XL operations, consisting of 29 trampoline parks in five countries partly operated by the company and partly through franchisees.

The proposed transaction makes Jumpsquare Group the largest operator of indoor trampoline parks in Europe after completion of this acquisition. Currently Jumpsquare and Jump XL combined are operating 37 parks, either through the company or through franchisees.

At the end of 2018, this will have increased to 40 trampoline parks, as three more parks will be opened this year. The 40 parks are located in 5 countries: The Netherlands (27), Belgium (2), France (9), Germany (1) and Poland (1). The new group will have over 850 employees at home and abroad.

In recent years, the European market for indoor trampoline parks has become a rapidly growing segment of the leisure market. On the one hand, there is plenty of room for organic growth; on the other hand, the parties involved do not exclude further consolidation of the market through more acquisitions. In 2019, Jumpsquare Group expects to open at least 10 new trampoline parks in addition to the previously mentioned 40 trampoline parks. Most locations have already been leased.

Joris Naalden, CEO of Jump XL Trampoline Parks: “In recent years, Jump XL has grown swiftly under its own steam both at home and abroad. Thanks to the knowledge and experience Nordian Capital has acquired through its stake in Jump Square, Nordian Capital is the right partner to support the acceleration of the growth of both the organisation and the brand. Jump XL now moves on as part of the largest European group in the trampoline parks sector. I am proud of the growth that the jump XL team has achieved in recent years.”
Roland van Geest, CEO of Jumpsquare Group, is delighted with the acquisition of Jump XL: “We have created a major Dutch leisure company with a solid basis for further growth within Europe. We are happy to welcome all employees, franchisees and partners of Jump XL to our new group.”

The proposed transaction is subject to the usual processes. The parties intend to complete these on or around 1 January 2019.

Note to the editors:

About XL Jump Trampoline Parks
XL Jump Trampoline Parks was founded in 2014 by Kjeld van Leeuwen, Marly van Leeuwen and Eric Verstappen. Verstappen also owns ELI Play, a leading Dutch company that builds indoor playgrounds and trampoline parks for the international leisure market.

Jump XL was originally founded as a franchise formula. However, the first branch under own management was opened in Eindhoven (the Netherlands) in 2015. Jump XL is the market leader in the Netherlands and Europe and, with 27 sites in five European countries, has one of the best concepts in the market where quality is concerned. The sites are largely managed by the company itself and some of them are operated as franchises. This year, Jump XL will be opening new trampoline parks in Paris and Nancy (France).

About Jumpsquare
Jumpsquare operates indoor trampoline parks in the Netherlands and Belgium and was founded in 2015 with the successful launch of its first branch in Nieuwegein (the Netherlands). Currently Jumpsquare operates eight trampoline parks, of which five are managed by the company and three are franchises. This year, it will be opening a new trampoline park in Heerhugowaard (the Netherlands).

Nordian Capital Partners acquired a majority interest in Jumpsquare at the start of 2018. The acquisition of Jump XL Trampoline Parks is part of a strategy that aims to expand Jumpsquare to around 50 parks at an accelerated rate. This will turn it into a leading player in Northwest Europe.

About Nordian Capital Partners
Nordian Capital Partners is an independent investor based in the Netherlands that offers a focused, customised approach in order to increase and accelerate business growth. Its portfolio consists of 14 Dutch “mid-market companies” divided into two funds with a capital of more than 500 million Euros. More information: www.nordian.nl.

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