



Hexagon Cup, 54 and International Padel Federation unite to create the Hexagon World Series, the sport's first official team circuit, unifying the padel calendar alongside Cupra FIP Tour and Premier Padel

- Expanded new mixed-gender team competition, Hexagon World Series will feature multiple events per year in iconic global cities with equal prize money
- Series becomes the first fully FIP - governed team circuit, included into the official FIP calendar to complement existing professional and amateur events, encompassing Cupra FIP Tour and Premier Padel
- This evolution represents a major opportunity for the Hexagon Cup to be fully integrated within the federative padel pyramid
- Official recognition builds on strategic partnership announced in February 2025 between Hexagon Cup, Premier Padel and FIP, under which Premier Padel is also a shareholder and major strategic partner in the new series

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London, 17th December 2025 – Hexagon Cup, the team-based Padel tournament established in 2024 that revolutionised the sport's international landscape, has today announced an historic strategic alliance with 54, the global sport and entertainment agency behind the creation of LIV Golf, and the game's global governing body, International Padel Federation (FIP).

Under this agreement, 54 will invest and partner with Hexagon Cup to expand and elevate the initial project into its next phase: a new global team circuit, officially named the **Hexagon World Series**, in what will become the first team Padel series to be delivered under the governance of FIP, fully integrated into the federative padel pyramid.

The agreement positions Hexagon World Series as the sport's official global team circuit, governed by FIP and integrated fully into the official FIP calendar. The Hexagon World Series will expand the revolutionary team-based format of the Hexagon Cup into a series model, adding multiple events per year across new international locations. This expansion will open fresh commercial opportunities for fans, players and partners, while strengthening the overall FIP ecosystem and the Olympic dream alongside existing tours and FIP's governance.



The new circuit will complement Premier Padel, FIP's flagship professional tour for individual pairs, elevating Padel to a new level, whilst creating new value within a fully integrated commercial structure to sit at the top tier of the world's fastest growing sport.

Together, Premier Padel and the Hexagon World Series will form the global professional circuit for elite players: one tour for the world's top pairs, and one groundbreaking team-based competition, both under the governance of FIP.

Details of the new competition format, teams, calendar of events and global host cities will be unveiled in 2026.

54's investment is also the closing of an international financing round for Hexagon Cup, backed by a diverse group of global investors. These include **PadelPark India**, the British operator **Padel Hub**, the US-based Padel operator **Epic Padel**, as well as investment funds and platforms such as **Players Fund (United Kingdom)** and **LinkinFirm (Brazil)**, alongside other strategic partners from **Mexico, Spain, the United States and the Middle East**. This **multi-regional capital structure** reinforces the strength of the project and its position to lead the international expansion of Padel.

Enrique Buenaventura, Founder of Hexagon Cup, said: "This partnership marks a new chapter in the history of padel. Together with 54, FIP and the support of, and fantastic relationship with, Premier Padel, we will build the first truly global team circuit, expanding the vision of the Hexagon Cup and creating something never seen before in our sport. Our mission is to help grow padel worldwide, unlock new commercial opportunities, and contribute decisively to its Olympic journey."

Luigi Carraro, President of FIP, said: "FIP's mission is to develop and grow Padel at every level of the pyramid – from grassroots and amateur participation to elite professional - all around the world. The launch of Hexagon World Series - under the umbrella and governance of FIP and as part of our official international calendar, already including the Cupra FIP Tour and Premier Padel – further enhances, consolidates and stabilizes our ecosystem with the most prestigious competitions in the sport. Together, we will ensure Padel continues to grow with the professionalism, global visibility and collaborative structure – working with all recognized stakeholders within Padel and world sport – driving Padel's long-term success on an international scale."

Gary Davidson, Group Chief Operating Officer, 54, said: "Padel is one of the fastest growing sports globally, and we see an incredible opportunity to help accelerate its professionalisation and global reach."



“Teaming up with Hexagon Cup and FIP to create the Hexagon World Series is a natural extension of our commitment to building the world’s most exciting sporting properties, molded through modern commercial structures and integrated into the existing ecosystem to deliver the best experiences for athletes and fans, and the best performance for partners and investors.”

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About Hexagon Cup

Hexagon Cup is the event that has revolutionized the world of padel. Under the motto “*For the Fans. For the Players. For the Game*”, a unique experience that combines top-level sport and entertainment — on par with the world’s greatest sporting events.

Following the huge success of 2024, the **Alpine Hexagon Cup 2025** celebrated its second edition at the **Madrid Arena**, surpassing all expectations and breaking records in attendance and global following. Preparations are already underway for the **third edition**, which will take place **from January 28 to February 1, 2026, at the Caja Mágica** in Madrid.

The tournament features an innovative team format — expanded to eight teams in its second edition — bringing together many of the world’s best professional padel players across **men’s, women’s, and Next Gen categories**. These players joined forces to compete in teams led by global personalities such as **Sergio “Kun” Agüero**, and the **Taktika Padel group led by Gabriel Pérez & Edu Conde** (*Krü Padel by Taktika*); **Eva Longoria, Pepe Bastón & Dani Homedes** from *Dara Sport (ElevenEleven)*; the **Rafa Nadal Academy** (*Rafa Nadal Academy Team powered by Richard Mille*); **Pierre Gasly & Loïc Féry** (*10 Padel Alpine*); **Andy Murray, Anthony Joshua, Arran Yentob & Dani Vallverdú** from *AD Global Sports (AD/vantage Padel Team)*; **Robert Lewandowski** (*RL9 Padel Team by CUPRA*); **María Esteve & Carlos López-Lay** (*Team Bella Puerto Rico*); and the **Hexagon Cup FANS** (*Hexagon Team*).

About International Padel Federation

The International Padel Federation (FIP) is the world governing body of Padel, whose mission is to: foster the growth and development of Padel at all levels and ages, from grassroots to professional; govern the sport by affiliating national member federations and regional associations (it now counts with 100 affiliated National Federations from all five continents); make Padel become an Olympic sport and be part of the Olympic Games, the highest honour for any sport. FIP manages an international calendar



comprising its two circuits (Premier Padel & Cupra FIP Tour), as well as its team competitions (World Championships and continental events) for young and senior players. Starting from January 2024, FIP also governs a single official unified international ranking for professional male and female players, counting the tournament points achieved in its two circuits: Premier Padel and Cupra FIP Tour.

About 54

54 is a sports and entertainment agency operating across five regions and 10 offices: United Kingdom (London), Europe (Sotogrande, Spain), MENA (Riyadh, Saudi Arabia & Dubai and Abu Dhabi, United Arab Emirates), APAC (Japan, Singapore, Vietnam & Adelaide, Australia) and USA (West Palm beach, Florida). It works with rights holders, governing bodies, household brands and major investors who share its belief in the power of sport. 54 comprises three service areas each consisting of two divisions: Strategic Advisory (Consultancy and Data & Insights), Asset Optimisation (Operations and Commercial), Activation & Engagement (Events and Marketing). At its core, the company has an unwavering belief in embracing the opportunities offered by pushing at the edges of conventional wisdom.

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