

PRESS RELEASE

24 January 2024

## JumpYard leases from Balder and creates unique experience in Heron City

**In the summer of 2024, JumpYard will open in Heron City at Kungens kurva and the park will be one of the chains biggest investments in the country. For the property owner Fastighets AB Balder, the establishment is an important part in the development of the shopping centre.**

The establishment in Heron City will be one of JumpYard's largest and the variety of activities, including a couple of exciting new ones, will leave guests wanting more. In addition to all the different types of trampolines, the activities include an extra challenging Sky Rider zip line, different climbing sections, interactive games and a few surprises - all with a pulse-raising twist. The 4,500 square meter park consists of two sections, connected by a specially built suspension bridge, encouraging adventure and movement for guests of all ages.

For those who want to celebrate with a party or visit the café, JumpYard Heron City will deliver an elevated overall experience. In 2023, new concepts in parties and cafés have been developed, with the ambition to be best in class. The initiative is driven by an increased interest in experiences and focus on the quality of food and beverages.

"Kungens kurva is a dynamic commercial area and fits perfectly into our geographical mix. We look forward to exceeding guests' expectations and consolidating our presence in southern Stockholm. Heron City provides us with the opportunity to fully unleash the concept's potential, with genuine joy of movement both in breadth and height. Our ambition is to counteract sedentary behaviour, as only two out of ten children achieve the recommended amount of daily physical activity. We aim to give more children the opportunity to move, and that's why JumpYard in Heron City offers a wide range of fun activities tailored to children's preferences," says Pelle Möller, CEO of JumpYard.

Since autumn 2023, Balder has handled the property management at Heron City.

"We are pleased to welcome JumpYard to Heron City and Balder. JumpYard's establishment align perfectly with the shopping centre's original idea of offering different types of activities and will be a good complement to existing establishments. We are convinced that this venture will attract many visitors and look forward to many successful years together," says Martin Berg, Regional Manager for Commercial Properties at Balder.

Balder has long-term plans for the shopping centre and several projects underway. In addition, discussions are ongoing regarding further establishments in the centre. The development of Heron City is part of Balder's commitment to Kungens kurva, which is being developed from a traditional commercial area into a mixed-use district with approximately 3,500 new homes, a neighbourhood park, schools, etc.

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**Images:** <https://www.jumpyard.se/bildbank/>

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[Fastighets AB Balder](#) (publ) is a listed property company that owns, manages and develops residential and commercial properties in Sweden, Denmark, Finland, Norway, Germany and the United Kingdom. The head office is located in Gothenburg. As of 30 September 2023, the property portfolio had a value of SEK 218.6 billion. The Balder share is listed on Nasdaq Stockholm, Large Cap.