

# A F A M I L Y C L U B

Press Release

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## LAUNCHING A FAMILY CLUB – A Collection of Members' Clubs in Sweden

A Family Club (AFC) is launching as a collection of unique members' clubs located in Djurgården, Djursholm, and Båstad/Torekov. To lead this venture, Marcus Låth has been appointed as CEO, effective August 1, 2024. With extensive international experience in luxury hospitality, most recently as Director of Operations at Waldorf Astoria Amsterdam (Five-Star Forbes Travel Guide, Two-Star Michelin), Marcus Låth brings valuable expertise and vision to A Family Club.

*"It is a great honor to lead the A Family Club initiative. Our goal is to offer our members an experience that consistently exceeds expectations, both in Sweden and beyond, leveraging our unique global network of members' clubs and hospitality services,"* says Marcus Låth, CEO of A Family Club.

Today, A Family Club includes three membership clubs:

- **Djurgården Racquet Club:** Founded by Jens von Bahr and Martin HP Söderström, this club is a haven for racquet sports enthusiasts. Located by Djurgårdsbrunn at the picturesque Royal Djurgården, it features top-quality clay tennis courts, padel courts, and an elegant clubhouse.
- **Villa Pauli:** Established in 1907 and owned by Martin HP Söderström, Villa Pauli is beautifully situated by the waterfront in Djursholm, just 15 minutes from the Stockholm city center. It offers members hotel, conference, and dining facilities, creating a natural gathering place for both private and business occasions.
- **Båstad Torekov Sports Club:** Founded by Christer Gardell, Jan Litborn, Christer Hult, Jan Olsson, and Martin HP Söderström, this club is located on the scenic Bjäre Peninsula and is renowned for its strong tennis community and impressive facilities, including the historic lower courts in Båstad harbor and the legendary center court. Members benefit from special hotel and dining offers as well as access to spa and gym amenities.

For unlimited access to all clubs, as well as A Family Club's global network of members' clubs and hospitality services, the **A Family Club membership** is now being launched.

### Global Reciprocal Club Network

A Family Club maintains reciprocal affiliations with a carefully selected network of members' clubs worldwide, granting members access to venues and services in cities such as London, Marbella, Miami, and Paris. This network aims to enhance the member experience, allowing them to enjoy high-quality service and facilities no matter where they travel.

### Villa Pauli – A New Chapter

Villa Pauli is embarking on a new chapter. An additional 1,600 sqm of space will be completed in 2025, bringing the total available space for members to approximately 4,000 sqm. The new areas will include hotel accommodations, conference floor, multiple restaurants, an outdoor pool with a pool area, and a gym and spa of international standard.

**Press contact:** Wendela Wennström, email: [wendela@afamily.club](mailto:wendela@afamily.club) or phone: +46 (0) 708-771103

**Press Kit:** <https://www.afamily.club/press>

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*A Family Club is part of A Family – a global family office.*

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