

New owners of Mundekulla Kurs Retreat Conference Center

Mundekulla (36195 Långasjö / Kalmar municipality), 8 December 2022

Peter Elmberg and Martin Studer have jointly announced today the sale of Mundekulla Kurs Retreat Konferens AB to Bluerain Partners Group AG, effective 1 January 2023. Bluerain Partners Group is a family office incorporated in Switzerland, that is owned by Martin and Galina Studer-Maloshenko, and will continue to work with the team who contributed to Mundekulla Kurs Retreat Konferens Center under Peter's leadership already.



Peter Elmberg, longstanding owner of the Mundekulla Kurs Retreat Konferens Center, commented on the sale «After 25 years with this beautiful center, I am very grateful to have found with Martin and Galina Studer-Maloshenko new stewards, who will manage and run this very special place in a similar spirit. At the same time, they have the ambition to lead the center into the future and embark on new paths. It has been a fantastic and meaningful journey to lay the foundation for a place where creativity and personal development can grow. I look forward to seeing the business develop further towards new goals and that I for my part will have more time for my family, the music and for pursuing my own projects. » Martin Studer commented: «From the very beginning, we were fascinated by the vision and care that the property's

designers, Berndt Elmberg, Peter Elmberg and Anne Solveig put into the overall concept of this unique property. Mundekulla shall continue to be a wonderful place of peace where people can retreat and find energy. In a time of climate change and global turmoil, which is also a time of social transformation in many ways, we see a clear need for places like Mundekulla. Mundekulla fits perfectly into our own direction and dedication. » Mundekulla Kurs Retreat Konferens AB will continue to favourably impact growth and development for many different groups of guests. To start into 2023 and on a solid booking-status, permanent contracts with the team involved were agreed and all contracts that were negotiated by the previous owner with customers and other business partners will be honoured. On the future plans for Mundekulla Martin Studer commented: « It is our ambition to develop the centre's offering for individual guests as well as for business teams, who search for excellence in developing sustainable models for their future. Furthermore, we believe that the property can develop to become a role model for a biodiverse transformation. We therefore hope and expect to see that Mundekulla will spread its recognition beyond Småland, Sweden, and even outside the country. » And he stressed: «It is our commitment to develop this very special place at a pace and in a manner suited to be seen as an integral part of the local communities around Emmaboda, contributing to the prosperity and attractiveness of this wonderful region within Kalmar Kommun. Mundekulla developed to what it is today in the course of 25 years. We now embark on a journey set for the next 25 years. »

About Mundekulla Retreat Center

Mundekulla Kurs Retreat Konferens Center AB is an ecological course, retreat and conference center located in the Småland countryside, Sweden, close to the village of Emmaboda within Kalmar Kommun. The facility consists of about 1200 sqm heated conference area with meeting spaces spread over 6 nicely restored buildings, and lodging options for over 100 guests. The retreat center is located on a 70-ha property in beautiful nature with forest, hiking trails, meadows and bathing lakes offering many opportunities for activity and relaxation. At Mundekulla people come together for courses, conferences, and festivals, from 15-300 people, on personal development, mindfulness, creativity, balance with nature, and focus on nourishing food. Most famous is the annual Mundekulla Festival in summer, which will be organized by Peter Elmberg in 2023 for the 25th time.

Mundekulla is built on sustainable principles ever since it started 25 years ago. It all started in 1998 with the purchase of the carefully restored 19th century farm by Berndt Elmberg, Peter's father. Shortly afterwards, Anne Solveig joined in, carrying a dream of a course center. Over the years Mundekulla has been recognized with several awards, not least for its work on sustainability.

About Bluerain Partners Group and the new owners

Martin and Galina Studer-Maloshenko are General Partners and owners of Bluerain Partners

Group AG in Switzerland (“BRP”). They live together in Switzerland in the Greater Zurich Area, which is also the home region of their four adult children. BRP is a family office incorporated in Switzerland. Martin and Galina Studer-Maloshenko founded BRP in 2020 to combine their entrepreneurial efforts. It is supporting its beneficiaries with tailored research and insights, asset and wealth management solutions, access to venture capital and other financing, as well as project management capabilities to support their entrepreneurial focus. Its key research focus lays on science-based approaches to longevity, biodiversity, sustainable energy solutions, and methods to enhance the way people collaborate in a digitally augmented world. BRP is a member of Digitalswitzerland (<https://digitalswitzerland.com>), a Swiss-wide, cross-industry initiative that aims to strengthen and anchor Switzerland as a leading global location for digital innovation, and as per 1 January 2023, a patronage member of the Swiss-Swedish Chamber of Commerce in Stockholm, (<https://swisscham.se>). Martin Studer, a born Swiss citizen, hold as Master degree (Economics & Business Administration), and Certified Public Accountant (Switzerland). Before founding BRP, Martin held global senior leadership roles in market leading companies across various industries. He impacted profitable development in businesses from seed to growth and to sustainable value, while leading up to 4'000 people in over 80 countries. As a thought leader and speaker, Martin is contributing to various academic and public networks and formats. Galina Studer-Maloshenko was born in the territory of Ukraine, became Russian citizen with the break-up of the Soviet Union and holds a permanent residency in Switzerland since 2015. She holds a Master’s degree in Accounting and Audit, is a Fellow Member of the Association of Chartered Certified Accountants (UK), Certified Internal Auditor and Certified Fraud Examiner. Galina served as a Board member for a professional non-commercial organisation and as an Audit Committee chair/member for various private companies. Both retired from their corporate roles to focus their efforts on making an impact in developing and fostering innovation in sustainability.

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