



ALL SQUARE®

All Square's ambition is to become the world's leading marketplace and social network for golfers, a platform through which the world of golf will become more open and connected.



LUXEMBOURG / SAN FRANCISCO

### FINANCIAL TIMES

"Aiming to facilitate the newer style of conversations"

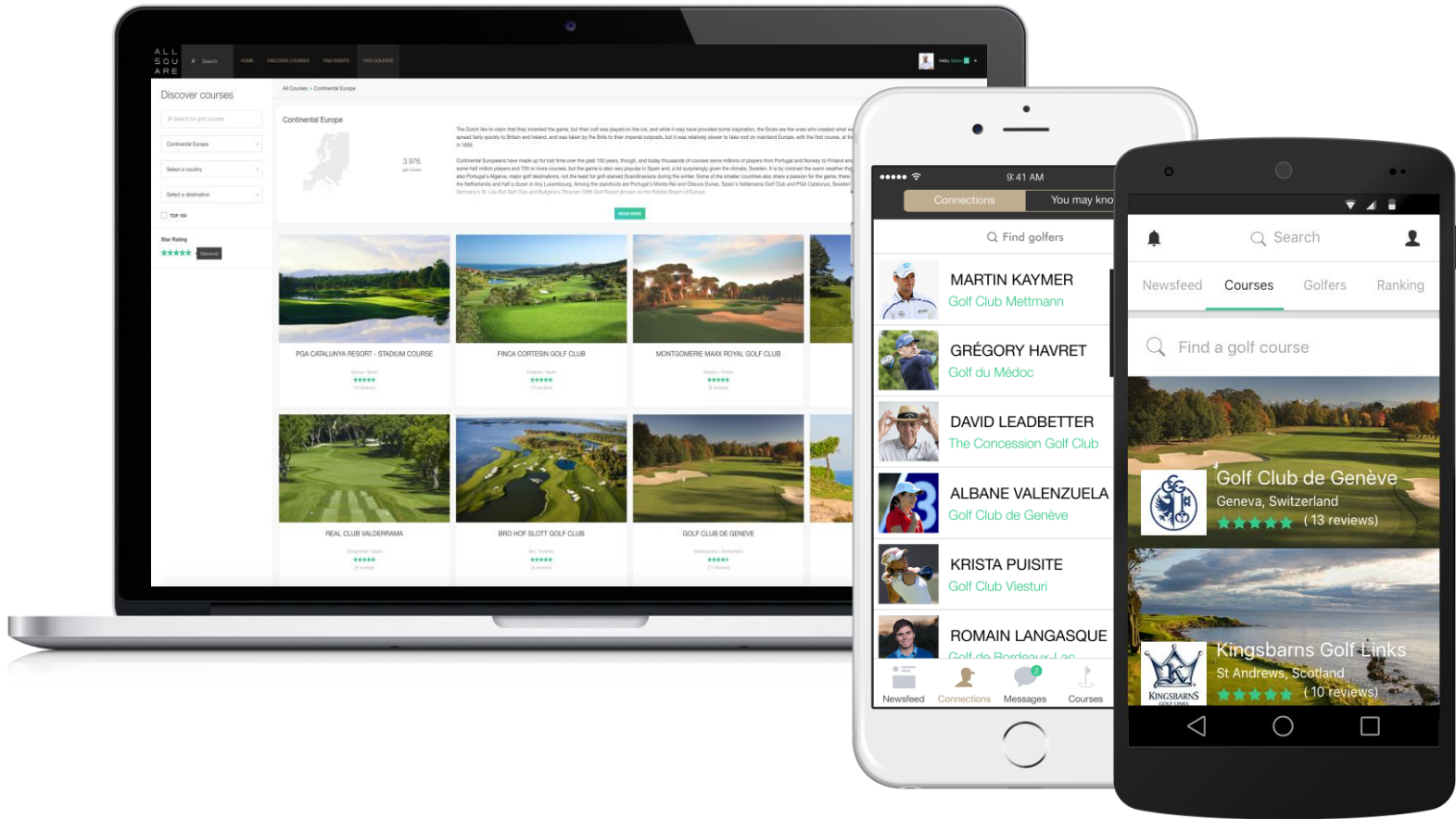
### *The New York Times*

"The entrepreneurs of All Square are immersing themselves in the bustling environment of Silicon Valley"

### THE IRISH TIMES

"The business model is refreshingly straightforward"

“The social media network for the global golfing community.” **CNN**



DIGITAL | COMMUNITY | INTERNATIONAL

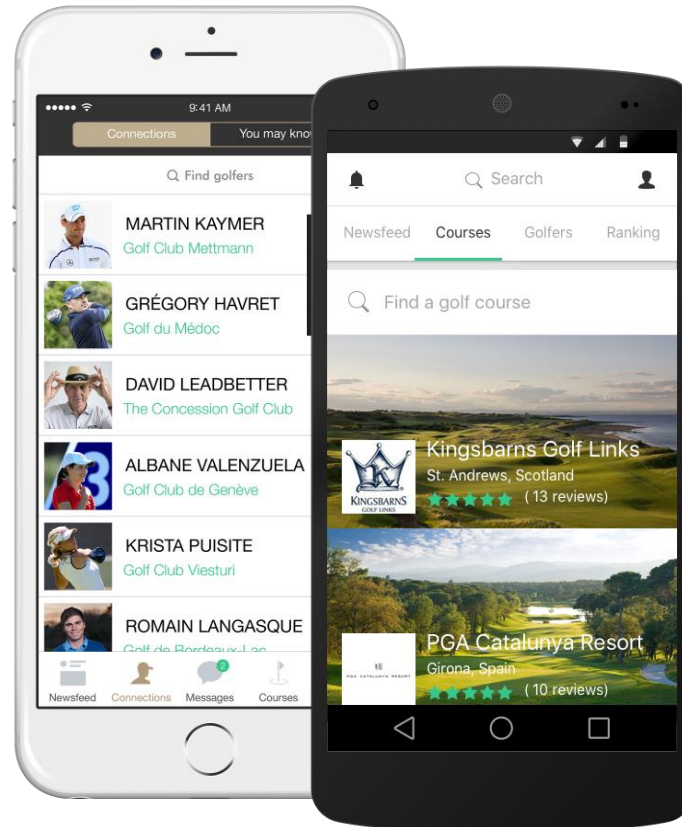
# YOUR GOLFING WORLD

JOIN +60,000  
GOLFERS

SHARE PHOTOS &  
VIDEOS

FOLLOW THE  
LATEST NEWS IN  
GOLF

KEEP TRACK OF  
THE COURSES YOU  
PLAY



DISCOVER +33,000  
GOLF COURSES

READ +15,000  
REVIEWS

FIND GOLF  
EVENTS AROUND  
YOU

CHECK-IN AT  
COURSES WHEN  
YOU PLAY

# ALL SQUARE

## **GLOBAL**

All Square is already gaining momentum among golfers, golf clubs and resorts in 10 countries, highlighting the global reach of the platform.

## **UNIQUE**

We bring every stakeholder of the golf industry together and allow golfers to share their passion for the game of golf.

## **INNOVATIVE**

We use the latest technologies to build a highly scalable platform. Our state-of-the-art web design user interface is intended to look professional and sleek, appropriately reflecting the values of the game of golf.

**DESIGNED BY GOLFERS FOR GOLFERS.**

## WHAT THEY SAY ABOUT US...

“I use All Square to engage more deeply with my fans so that they can keep up to date with photos and videos of my life on Tour. The All Square team is young, dynamic and has great ideas to grow the game.”

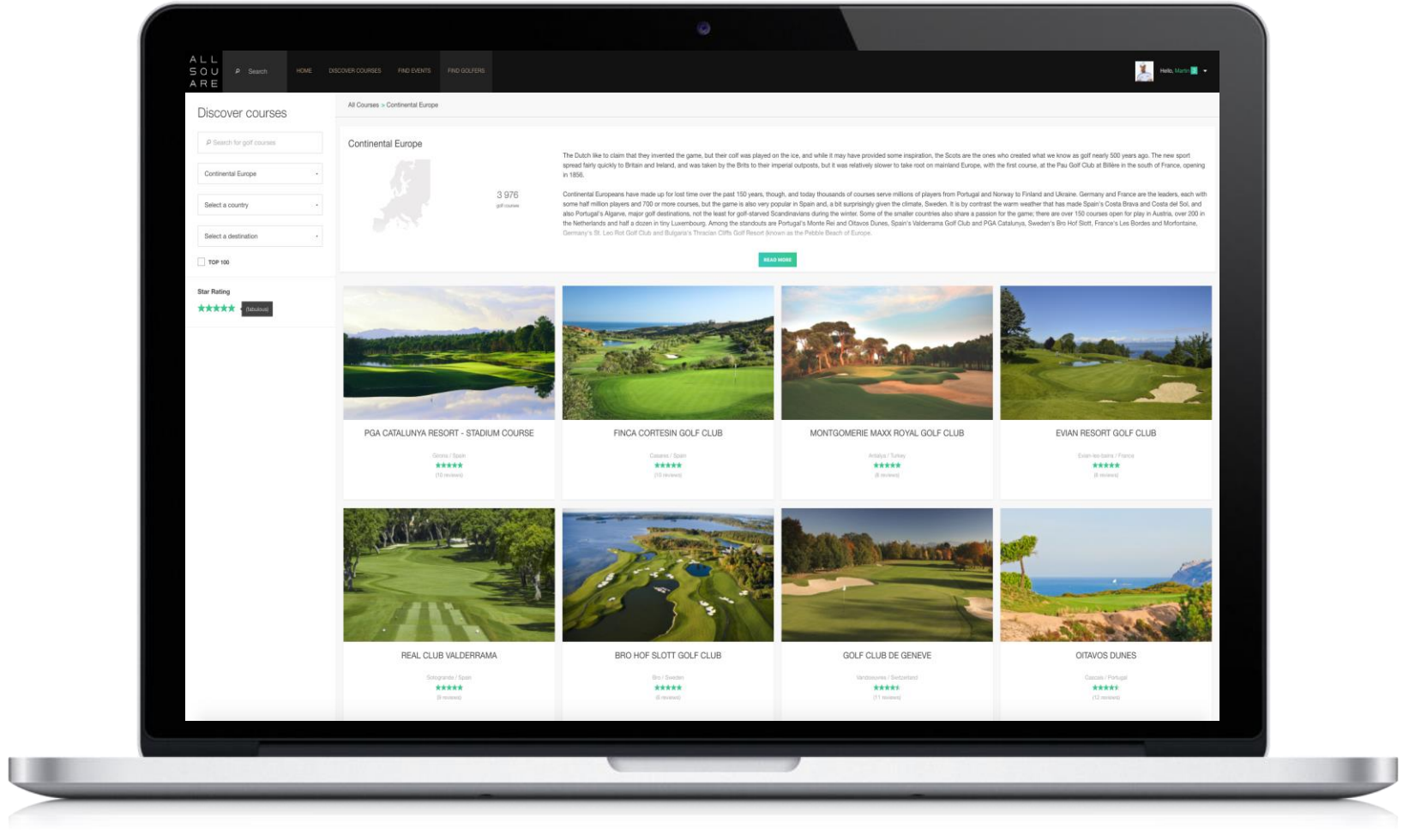
*Martin Kaymer*



All Square is a great way of sharing our best practices with a wider audience of golfers. Innovation and technology are key to grow the game, and we look forward to a successful partnership with this young startup.”

*David Leadbetter*

# WE HELP GOLFERS DISCOVER YOUR GOLF COURSE



ALL  
SQUARE

[Search](#)
[HOME](#)
[DISCOVER COURSES](#)
[FIND EVENTS](#)
[FIND GOLFERS](#)

Hello, **Martin**

---

### Discover courses

Continental Europe

Select a country

Select a destination


TOP 100

Star Rating

★★★★★ **Minimum**

All Courses > Continental Europe

#### Continental Europe




3 976  
golf courses

The Dutch like to claim that they invented the game, but their colf was played on the ice, and while it may have provided some inspiration, the Scots are the ones who created what we know as golf nearly 500 years ago. The new sport spread fairly quickly to Britain and Ireland, and was taken by the Brits to their imperial outposts, but it was relatively slower to take root on mainland Europe, with the first course, at the Pau Golf Club at Billère in the south of France, opening in 1856.

Continental Europeans have made up for lost time over the past 150 years, though, and today thousands of courses serve millions of players from Portugal and Norway to Finland and Ukraine. Germany and France are the leaders, each with some half million players and 700 or more courses, but the game is also very popular in Spain and, a bit surprisingly given the climate, Sweden. It is by contrast the warm weather that has made Spain's Costa Brava and Costa del Sol, and also Portugal's Algarve, major golf destinations, not the least for golf-starved Scandinavians during the winter. Some of the smaller countries also share a passion for the game; there are over 150 courses open for play in Austria, over 200 in the Netherlands and half a dozen in tiny Luxembourg. Among the standouts are Portugal's Monte Rei and Oitavos Dunes, Spain's Valderrama Golf Club and PGA Catalunya, Sweden's Bro Hof Slott, France's Les Bordes and Murfontaine, Germany's St. Leo Rot Golf Club and Bulgaria's Thracian Cliffs Golf Resort known as the Pebble Beach of Europe.

[READ MORE](#)




**PGA CATALUNYA RESORT - STADIUM COURSE**

Cataluña / Spain

★★★★★

(10 reviews)




**FINCA CORTESIN GOLF CLUB**

Cataluña / Spain

★★★★★

(10 reviews)




**MONTGOMERIE MAXX ROYAL GOLF CLUB**

Ankara / Turkey

★★★★★

(8 reviews)




**EVIAN RESORT GOLF CLUB**

Evian-les-Bains / France

★★★★★

(8 reviews)




**REAL CLUB VALDERRAMA**

Sotogrande / Spain

★★★★★

(8 reviews)




**BRO HOF SLOTT GOLF CLUB**

Bro / Sweden

★★★★★

(8 reviews)




**GOLF CLUB DE GENEVE**

Vandœuvre / Switzerland

★★★★★

(11 reviews)



**OITAVOS DUNES**

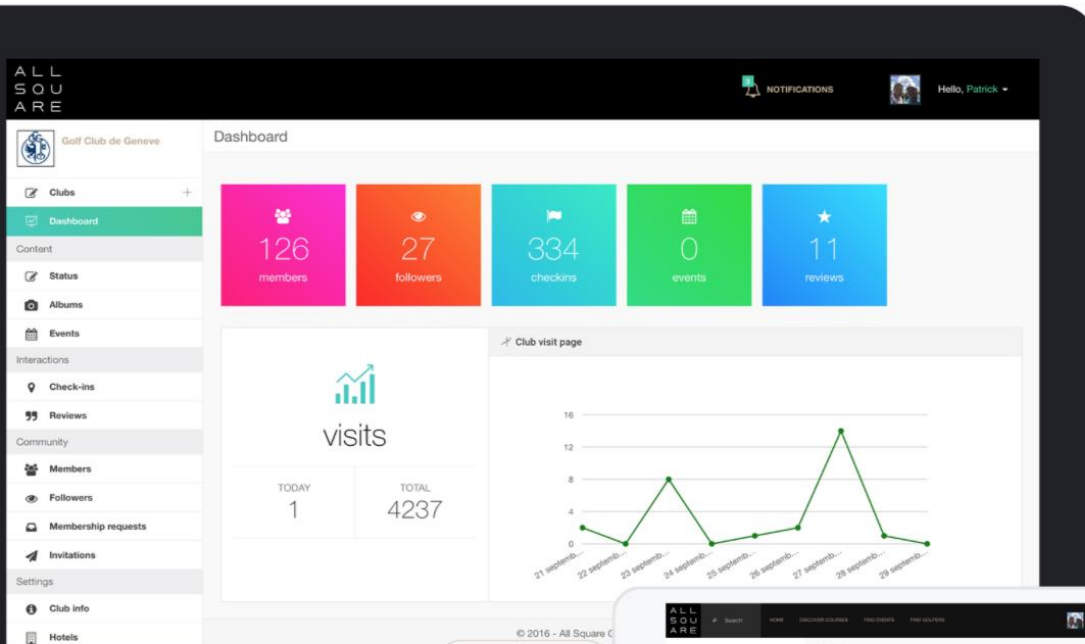
Coimbra / Portugal

★★★★★

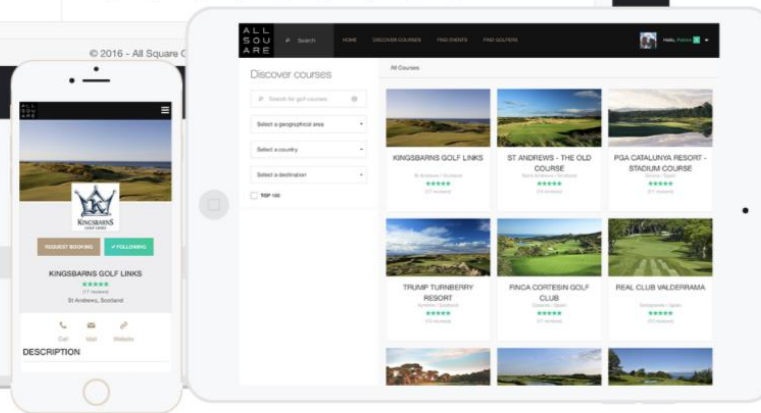
(12 reviews)

ALL SQUARE®

# GROW YOUR BUSINESS WITH ALL SQUARE



Our audience is more likely to become your customer.



# DISCOVER OUR BUSINESS TOOLS

Keep your info up to date and optimize your listing



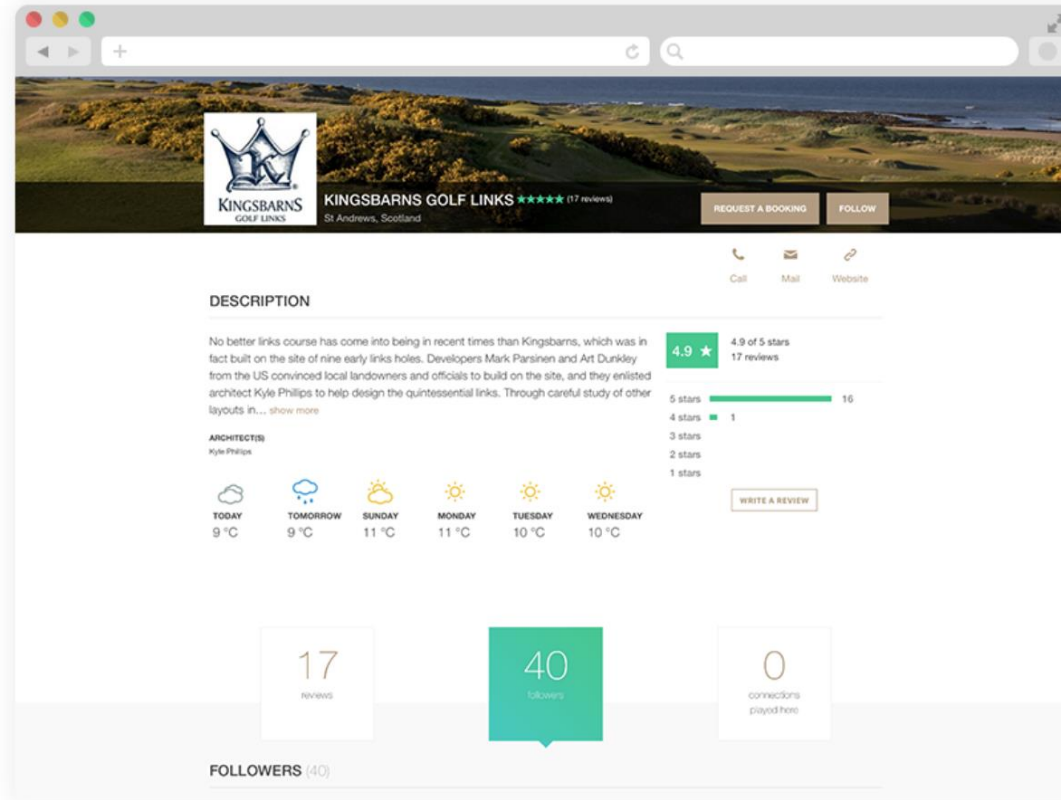
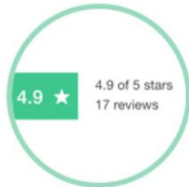
Drive direct bookings



Engage with your members and guests



Manage your reviews and generate more feedback





## OUR CLIENTS



And many more...

## OPPORTUNITIES (1)



### **ADAPT TO THE NEXT GENERATION**

Millennials check their phones 157 times per day on average.



### **RETENTION OF NEW GOLFERS**

Newcomers are not engaged enough into the golf community. Feeling part of a tribe or community will be a strong motivator to be committed and to be loyal.

## OPPORTUNITIES (2)



### **ACCESS TO GOLF-SPECIFIC DATA**

Get to know how your perform online, who's visiting each week, who's visiting for the first time and how you compare to your competitors.



### **DRIVE INCREMENTAL ROUNDS**

Increase your online visibility and engage directly with a highly targeted audience of passionate and traveling golfers.



ALL SQUARE®



LUXEMBOURG / SAN FRANCISCO

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