EQUESTRIAN SPORT & THE FEI

The FEI is the world governing body of equestrian sport, overseeing all international equestrian events of Olympic and non-Olympic disciplines.

The FEI promotes equestrianism in all its forms and encourages the development of the FEI equestrian disciplines throughout the world, keeping the welfare of the horse at the heart of all activities.

Based in LAUSANNE (SUI)

- 9 regional groups

€300b+

- Economic impact worldwide

126’000

- Registered riders & horses

137

- National federations

4’700

- International competitions

2M

- Jobs linked to the equestrian industry

7 disciplines

- Jumping, Dressage, Eventing, Driving, Endurance, Vaulting, Reining
# Our Digital Ecosystem

## (Annual KPIs)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Subscribers</th>
<th>Impressions/Views</th>
<th>Engagements</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEI.org</td>
<td>4.25M unique page views</td>
<td></td>
<td>800k unique page views on FEI stories</td>
<td>1:31 min average read time</td>
</tr>
<tr>
<td>Instagram</td>
<td>500k followers</td>
<td>130M impressions</td>
<td>8M engagements</td>
<td>8.9% eng. rate</td>
</tr>
<tr>
<td>TikTok</td>
<td>(active since May 2020)</td>
<td>6.3M video views</td>
<td>900k engagements</td>
<td>14% eng. rate</td>
</tr>
<tr>
<td>WeChat</td>
<td>9k subscribers</td>
<td>630k total page views</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>18k followers</td>
<td>260k impressions</td>
<td>58k engagements</td>
<td>4.5% eng. rate</td>
</tr>
<tr>
<td>Twitter</td>
<td>90k followers</td>
<td>6.8M impressions</td>
<td>19k followers</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>178k subscribers</td>
<td>182M impressions</td>
<td>350k engagements</td>
<td>283 years Watch Time 11:40 min average view duration per video</td>
</tr>
<tr>
<td>Spotify</td>
<td>(active since June 2020)</td>
<td>4 playlists</td>
<td>1'303 followers</td>
<td></td>
</tr>
</tbody>
</table>
Opportunities across our digital channels

1. Branded opportunities (organic posts)
   a. Display advertising
   b. Social advertising (paid posts)

2. Advertising opportunities

Both advertising and branded opportunities can be purchased
Advertising on FEI digital networks will reach a highly desirable audience...

- 750m fans worldwide
- Middle/high income
- Middle-aged (35-54 years old)
- Predominantly female
- More likely to have families
- Equestrianism is not just about sport, but a lifestyle
- Loyal & trendsetting
- Digitally savvy

Unrivalled social engagement

- 9.5 million engaged fans
- 600 million annual impressions
- 270 million annual video views

TOP 5 – IF* in terms of followers

+171% new followers YOY

FEI social channels reach over 17 million people per week

N°1 Destination for equestrian fans

* International Federation
... and will also bring you the following benefits

Meticulous media buying plan to maximise results whilst reaching target audiences

A modular sales approach to advertising

ROI reporting

No other similar campaign will be run at the same time as yours
FEI.org is the ultimate destination for our fans. Celebrating the best of our disciplines and a unique lifestyle, we reach over 260,000 digital readers per month seeking information and entertainment from the equestrian world.

The website is available across desktop, mobile and tablet devices, featuring sports updates and lifestyle content, focusing on the unique connection between the equine and human athletes.

FEI.org offers multiple advertising opportunities for brand-building through premium display banners (static & video) on its top-level pages and subpages.

Inventory available on the following pages (links clickable):

- **Homepage**
- **Disciplines’ subpages**
- **Awards hub**
- **History hub**
- **Stories hub**
- **Search pages**
- **Athlete Individual Page**
- **Horse Individual Page**
- **Event pages**
- **FEI Database**
- **myFEI**
- **Longines FEI Jumping Nations Cup™ Fantasy Game**

Here is an overview of the ad formats* available:

Native display ads (in px)
- 160x600
- 970x250
- 300x350
- 300x100
- 728x90

*custom dimension upon request
Consumer data and behavior

Our website visitors come from:

1. USA
2. GBR
3. GER
4. FRA
5. NED
6. BEL
7. CAN
8. AUS
9. ITA
10. SWE

Profile of our readers

- Professional athletes
- Amateur riders
- Fans
- Event organisers
- Veterinarians
- Officials
- National Federations
- Sponsors

Annual KPIs

- 3.5M users
- 6.4M Sessions
- 3' 14" avg read time
- 23.3M page views
Display advertising

Rate card

<table>
<thead>
<tr>
<th>Inventory type</th>
<th>Estimated CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Static or Video banner</td>
<td>$15</td>
</tr>
</tbody>
</table>

Example: a budget of $9'000 would provide you 600'000 guaranteed impressions for your campaign across the fei.org inventory
The media budget will be calculated based on the brand's available budget and the platform's CPM market price. The FEI will then apply a 30% commission. Additional cost shall be charged for exclusive campaigns.

**Ad formats available:** image and video.

<table>
<thead>
<tr>
<th>Post type</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive</td>
<td>From $ 50</td>
</tr>
<tr>
<td>Non-exclusive</td>
<td>From $ 25</td>
</tr>
</tbody>
</table>

**Ad formats exclusive to FEI Youtube channel:**
Exclusive pre-roll non skippable,
Non-exclusive pre-roll non skippable.
Content strategy across our digital ecosystem

With 16 channels dedicated to bringing the best of horse sport to the fans through video, images, articles and graphics, the lines of communication from the FEI to equestrian fans have never been more open.

Multiple ways to engage fans...
With winning rounds, news videos, sports reports and behind-the-scenes imagery, fans never have to miss a moment from the best events around the world.

But there’s so much more to equestrian sport, which is why the FEI is dedicated to telling horsemanship & lifestyle stories, bringing you the content that transforms an audience of 750 million into one engaged community.
Drive value for your brand through content led digital collaborations

& Place your brand at the heart of the largest digital equestrian community

Based on your objectives and budget, together we will determine key performance indicators and determine campaign’s target audience. We will create high-performing content and creative assets which will ultimately be activated across key digital platforms.

We will be producing engaging content that inspires your target audience and creates meaningful connections whilst being part of a unique culture.
Tiered pre-defined digital inventory packages
& Sport and/or lifestyle content streams to associate your brand with..

1. **“Presented by” package**
   Associate your brand with key content on the FEI channels. For example, sponsoring all the winning rounds of the FEI Dressage World Cup™ or becoming the sponsor of the FEI Youtube channel.

2. **Consumer engagement digital activation**
   Opportunity to engage with the FEI audience whilst collecting consumer data through interactive tools (quizzes, surveys, etc.) and digital experiences amplified by digital advertisement.

3. **Branded campaign**
   Position your product or service on the FEI digital channels through a fully tailored campaign that resonates with your brand values and objectives. Digital assets to be developed and promoted across key digital channels (i.e. branded video, product placement, influencer collaboration, teaser).
Which will bring you the following benefits

Brand value association
Increased brand awareness
High brand engagement
Drive sales
Drive brand lift
Lead generation
Unlock new audiences
ROI
Product category exclusivity
Increased traffic to your network
Get in touch

Contact us for a tailor-made offer

advertising@fei.org

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As an FEI Partner, you are granted an exclusive designation, brand category and unique positioning across the sport. Your brand will be seen at the most premium events in the equestrian calendar, providing significant sponsor exposure. With access to VIP tickets and hospitality you will be able to welcome your guests at the most entertaining fixtures.

To know more about our sponsorship opportunities, please contact us at sponsorship@fei.org

On top of our advertising offering, we have multiple sponsorship opportunities across our sports.

Becoming one of the exclusive partners of the Fédération Equestre Internationale means gaining access to a unique and exceptional audience of affluent, passionate and loyal fans. It is the unique opportunity to associate with a global community and place your brand at the forefront on gender equality.

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