

Are you on **NED?**

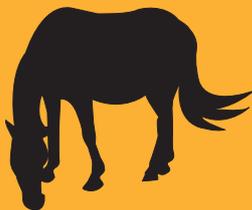
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ADVERTISING & PROMOTION OPPORTUNITIES



NED

National Equine Database



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Who is NED?

THE BASICS

NED is committed to supporting the British horse industry by providing the only central source of **verified** identity, performance and pedigree information for all horses with UK passports.

NED IS

the National Equine Database - a collaborative project between Defra and the horse industry led by BEF.

NED IS

a one-stop-shop website, providing the **ONLY** central source of information for in excess of a million horses in the UK.

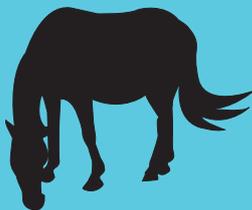
NED WILL

enable users to:

- Search for their own horse and update / add information
- Trace and track 'favourite' horses and ponies
- Check information contained in passports - particularly useful when buying a horse or pony
- Obtain pedigree information for some horses and ponies
- Obtain competition results for some horses and ponies

"I believe that NED Online will enhance the future of the equine world and is a fantastic opportunity to establish a world-class national resource"

MIKE TUCKER, COMMENTATOR



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Who is NED?

THE PRODUCT

BACKGROUND

To fulfil the requirements of European Union legislation, Defra needed a database to hold details of all equines with passports; and the horse industry needed a public national database so that information on all UK equines could be held in a central location for everyone to view.

NED was developed to hold verified records for all horses born or resident in the United Kingdom, with a UK passport, including:

- Passport information from all UK Passport Issuing Organisations (PIOs) In operation since 2006, updated monthly
 - A rapidly growing base of Pedigree details, verified by the breed organisations
 - Increasing numbers of Performance records supplied by each discipline body

NED IS THE ONLY SOURCE FOR LINKED ID, PEDIGREE AND PERFORMANCE INFO FOR ALL THE UK'S HORSES.

USES

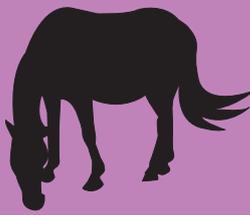
The main reasons to use NED are:

- **TO SEARCH** for a horse or pony (verifying information or keeping track of it's progress)
- **WHEN BUYING** to check passport, pedigree and performance information is valid before purchase
- **WHEN SELLING** as a verified record of information for potential buyers
- **FOR BREEDERS** to source information on pedigree, progeny and competition success
- **FOR RESEARCH** into the equestrian industry, to find reports on ancestry, progeny and various statistics

USERS

Whilst likely to be limited to within the equine industry, the target audiences for NED could be diverse. They include:

- Breeders – individuals and associations
- Competitors – professional and amateur
- Discipline-specific organisations (eg. British Dressage, British Show Jumping Association etc)
- Owners of competing horses
- 'Pleasure' riders
- Enthusiastic followers of competitions (eg. Badminton, Gatcombe etc)
- Passport Issuing Organisations
- DEFRA and other governmental organisations
- Equine healthcare professionals (eg. Vets, farriers, podiatrists, therapists etc)
- Riding Schools and equestrian training centres
- Welfare organisations (eg. ILPH, RSPCA etc)
- British Horse Society and Pony Club
- Equestrian corporations (eg. Spillers, Petplan, Robinsons, Musto etc)



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Who needs NED?

THE OPPORTUNITIES

By getting involved during the launch phase of NED, advertisers have an opportunity to develop a long term relationship with users, and gain the advantages of association with a product which is seen as a necessary and exciting development for the equestrian industry as a whole.

NED PROVIDES

a reliable route to the equestrian market.

The website will be a 'must-use' source of information for affluent horse owners and equestrian enthusiasts in their search for information.

ONLINE ADVERTISING IS

expected to enjoy double digit growth every year to 2012.

THE OPPORTUNITIES ARE ENDLESS

A variety of advertising packages and sponsorship opportunities are available.

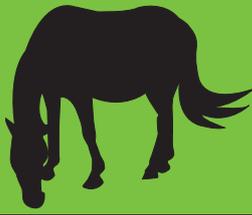
There are spaces for four button adverts per top level page which ensures advertiser prominence and an uncluttered user experience (there will be no adverts in the horse records pages).

One main website sponsorship opportunity is also available, including a prominent banner advert in the header section of the site which will appear on every page.

Advertisers and sponsors can also take advantage of the opportunity to sponsor our monthly e-newsletter and get involved in competitions. There may also be a chance for future joint promotion at equestrian events and the possibility of data exchange to the advantage of both parties.

"NED Online is the most exciting development I have seen in the horse industry: It helps quantify and, therefore, demonstrate the size and strength of our economic sector for the very first time"

TOBY VINTCENT BEF DIRECTOR OF INTERNATIONAL AFFAIRS



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Who supports NED?

THE AMBASSADORS

THE FUTURE OF BRITISH EQUESTRIANISM IS BRIGHT

More people are now taking up riding in the UK than any other leisure pastime.

There are 721,500 private horse owners.

Around 2.1million people ride at least once a month.

UK equestrianism is worth around £3.4bn (excluding bloodstock and gambling).

Equestrianism has a higher profile in the UK than in any country in the world and it's on the up!

Figures taken from British Equestrian Trade Association's National Equestrian Survey 2006

NED has a number of ambassadors in the horse industry - high-profile, influential people who are happy to publicly promote the importance of NED Online to the welfare of horses in the UK:

YOGI BREISNER

BEF WORLD CLASS PERFORMANCE MANAGER FOR EVENTING

"In order to be able to compete with the best in the world it is important that Great Britain continues to develop its equine policies and NED is a great tool to support this"

JENNIE LORISTON-CLARKE

CHAIRMAN, BRITISH DRESSAGE

"The National Equine Database is crucial for correlating breeding and performance information for all the horses in the UK"

WILLIAM FUNNELL

INTERNATIONAL SHOWJUMPER

"Its very important that the more factual data that is available the better and the National Equine Database is very worthwhile"

MIKE TUCKER

COMMENTATOR

"I believe that NED Online will enhance the future of the equine world and is a fantastic opportunity to establish a world-class national resource"

TOBY VINTCENT

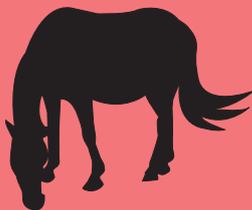
BEF DIRECTOR OF INTERNATIONAL AFFAIRS

"NED Online is the most exciting development I have seen in the horse industry: It helps quantify and, therefore, demonstrate the size and strength of our economic sector for the very first time"

DESI DILLINGHAM

PRESIDENT, BRITISH HORSE SOCIETY

"The National Equine Database is absolutely critical to the British breeding industry"



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Who's in NED?

THE PEOPLE

NED is governed by a company called NED Ltd, which is supported and guided by the British Equestrian Federation (BEF).

NED has a team of Directors whose business skills and passion for NED compliment each other very well. They will help take NED forward to be a valuable resource which just about everyone with a horse will want to use.

NICK WALLBRIDGE (CEO) has over 28 years of commercial IT development and management experience, including IT management roles at Prudential and Cap Gemini, followed by establishing his own business – providing web performance products and services. Nick is passionate about horses and is a committee member of his local riding club as well as a BHS registered riding instructor. He also regularly competes in affiliated eventing with his 8 year old gelding.

NICK MEAKIN has, over the last 18 years, held a number of board-level appointments in the aviation, aquaculture, food and biotechnology sectors both within the UK and internationally. He is a member of the BSJA, and the Racehorse Owners Association, owning 3 horses.

JULIA HODKIN's passion is her stud, Future Sport Horses, which specialises in breeding event horses and has produced numerous champions. Professionally, Julia has been an expert in the fields of IT and Change Management for over a decade and has worked as a consultant on large-scale projects across most industry sectors.

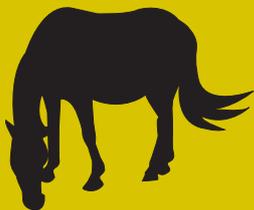
CORRINA DUNCAN has been breeding horses since she outgrew her pedigree Welsh Mountain competition pony, and has more recently produced horses which have competed internationally. A BSJA member, Corrina has competed in Point to Points and was Business Development Manager for Genus Equine before establishing Equine AI.

JANE FOWLER has over 25 years experience in strategic business growth. As a business development professional, Jane has worked all over the world for multi-national corporations, start-ups and University spin-out companies. With a passion for rural enterprise, Jane also keeps rare breed sheep and regularly competes her horse.

DOUG STEVENS as the Technical Analyst, is responsible for handling and processing the data submissions from various data providers. He has been in IT for 18 years specialising in databases and data management, working for companies in industries such as manufacturing, chemicals and gases and local government.

CAT WOOD, a relatively recent addition to the NED team, is a BA Business Management, IT and Marketing graduate with a passion for breeding sport horses and dressage. Day-to-day, she deals with enquires from the public and PIO's as well as supporting the rest of the NED team.

Under the supervision of a group of directors with such a diverse range of experiences, coupled with the drive to ensure that the site achieves its objectives, NED seems assured of a bright future.



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Get on NED!

CONTACT US

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or to take your interest
further please give
us a call.

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