

## UNITY IN DIVERSITY

134 National Federations

7 Disciplines

3 Olympic Disciplines

1 Paralympic Discipline

Total Gender Equality

Founded in 1921

Based in Lausanne (SUI)

## FEI MISSION

To drive and develop equestrian sport globally in a modern, sustainable and structured manner with guaranteed integrity, athlete welfare, equal opportunity and a fair and ethical partnership with the horse.

### FEI JUMPING

1,634 Events  
21,737 Registered athletes  
48,787 Registered horses

Dynamic  
Courageous  
Elegant  
Dramatic

### FEI DRIVING & PARA DRIVING

297 Events  
1,087 Registered athletes  
2,863 Registered horses

Thrilling  
Commanding  
Inclusive  
Lively

### FEI ENDURANCE

922 Events  
7,160 Registered athletes  
15,976 Registered horses

Challenging  
Intense  
Epic  
Caring

### FEI DRESSAGE & PARA DRESSAGE

667 Events  
4,328 Registered athletes  
5,672 Registered horses

Graceful  
Perfection  
Respectful  
Engaged

### FEI EVENTING

711 Events  
5,783 Registered athletes  
9,316 Registered horses

Versatile  
Brave  
Diverse  
Intense

### FEI VAULTING

132 Events  
1,972 Registered athletes  
617 Registered horses

Bravery  
Harmony  
Theatre  
Vibrancy

### FEI REINING

101 Events  
297 Registered athletes  
342 Registered horses

Western  
Charismatic  
Free-spirited  
Energised

## OUR VALUES

### Horse first

The welfare of the horse is our top priority.

### Perform as one

A unique sporting partnership built on mutual trust and respect.

### Fair and equal

A universal and level playing field for men and women of all ages to compete together in a safe environment from grassroots to the world stage.

### For today and tomorrow

Meeting the needs of today without compromising tomorrow.

## GLOBAL IMPACT

37 million active riders

€300b+ economic impact worldwide

60 million horses & ponies

2 million jobs linked to the equestrian industry

## OUR FANS

750 million fans around the world

Up to 75% female

More likely to have families

Middle aged (35-54 years old)

Higher income & more brand loyal than average population

## FEI SOLIDARITY

Nurturing the future

VALUES

Technical programmes

Consultancy services

Financial support

THE COACH

THE ATHLETE

NATIONAL FEDERATIONS

"Developing solid foundations in a sustainable, structured, progressive & professional manner"



FEI CAMPUS

Knowledge is power

"A free resource designed to help equestrians around the world"

Launched in 2017, FEI Campus developed virtual classrooms and interactive teaching sessions carefully crafted by equestrian experts to provide you with a whole new learning experience.

FEICAMPUS.ORG

## THE EQUESTRIAN WORLD IN YOUR POCKET

The largest social media following in equestrian sports



19 channels

dedicated to bringing the best of horse sport to the fans through video, images, articles and graphics.

4 new

Instagram accounts launched in 2019.

The FEI social pages have

over 1 million fans

and the ability to reach

over 17 million in a week

## FEI.TV

THE HOME OF EQUESTRIAN BROADCAST



Over 100,000 hours of coverage

The FEI's official web and mobile video platform streaming all major FEI Events, featuring top sport, profiles of major athletes, a monthly TV magazine "FEI Equestrian World" and more!

## CELEBRATING HEROES...

Longines FEI Rising Star

Peden Bloodstock FEI Best Athlete

Cavalor FEI Best Groom

FEI Against All Odds

FEI Solidarity



FEI AWARDS