

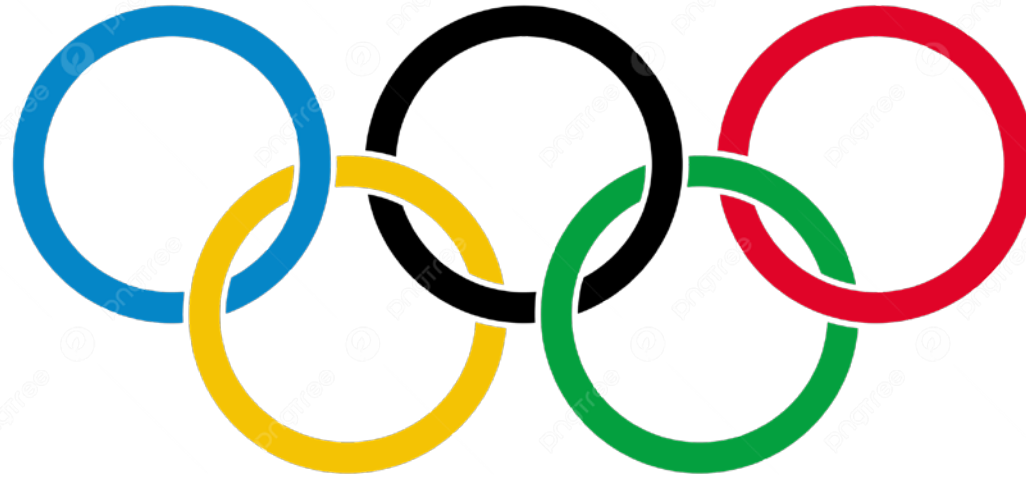


FEI™
GENERAL ASSEMBLY
ABU DHABI (UAE) 10-13 NOVEMBER 2024

31. PARIS 2024 REPORT
OLYMPIC & PARALYMPIC GAMES



Olympic Games



Paris 2024

- Overall Spectators attendance during the 11 days: 184K
- Daily attendance of 14K +



Cross Country

Spectator attendance
during Cross Country
day close to 40K



Overall participation 48 nations

- Second highest number after Tokyo 2020 where 50 nations competed.
- 17 nations participated in the three disciplines
- Lithuania and Moldova participated for 1st time

Other notable firsts:

- UAE with a team in Jumping;
- India participating in Dressage
- Morocco for the first time in Eventing with Noor Slaoui riding Cash In Hand

MEDALS

9 nations across 4 continents

- GBR – 5 medals
- GER – 5 medals
- FRA – 2
- AUS -1
- DEN - 1
- JPN- 1
- NED -1
- SUI -1
- USA – 1

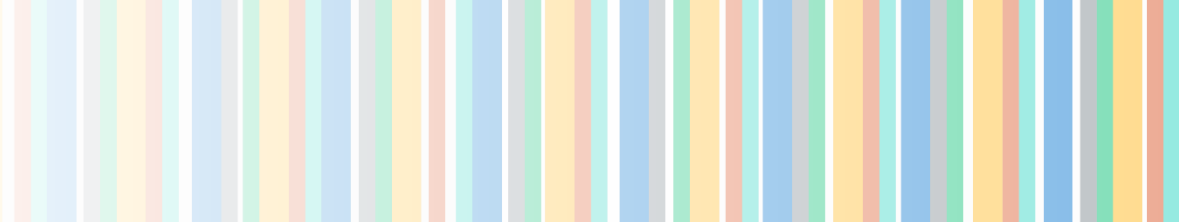


Eventing



Dressage





Jumping



Celebrities



SOCIAL MEDIA & MAINSTREAM MEDIA

EXCLUSIVE Disgraced Team GB dressage rider Charlotte Dujardin is all smiles as she is seen for the first time since being banned from the Olympics for vile horse whipping video she said had left her 'deeply ashamed'

'Dressage is in trouble': where is the line between horse abuse and training?

Sophie Kevany

Charlotte Dujardin's Olympic exit and ban has turned the spotlight on training techniques in the sport



CUCKSON REPORT // PIPPA CUCKSON

Helgstrand Dropped From Danish Dressage Squad After TV Exposé

Authorities and social media condemn the horse dealer after Operation X shows an undercover investigation of training sessions at his barn.



Revealed: The video footage that shows Charlotte Dujardin whipping horse 'like an elephant in a circus' - as star hoping to become Britain's most decorated female Olympian is suspended in shame

- WARNING: DISTRESSING FOOTAGE
- Team GB equestrian queen suspended indefinitely as investigation launched
- Olympian 'sincerely sorry' as former jockey claims her career is 'in tatters'

By MIKE KEEGAN and RIATH AL-SAMARRAI and JON BRADY and FRANKIE ELLIOTT
 PUBLISHED: 07:53 BST, 24 July 2024 | UPDATED: 13:25 BST, 24 July 2024



Video footage has been released of Team GB dressage star **Charlotte Dujardin** whipping a horse's legs - as the Olympian withdrew from Paris 2024 amid claims she

Dujardin banned from Olympics over allegedly 'whipping horse 24 times'

- Three-time dressage gold medallist is 'deeply ashamed'
- FEI imposes six-month suspension over coaching video
- Profile: Dujardin rides into storm after decorated career



Olympic champion Beerbaum subject of criminal investigation into horse-abuse claim

By Michael Houston | Thursday, 27 January 2022



Four-time Olympic champion Ludger Beerbaum is under investigation by the public prosecutor's office in Münster for allegedly using illegal training methods on horses.

The preliminary proceedings were confirmed to Westfälische Nachrichten and it comes after German television channel RTL broadcast footage of Beerbaum allegedly using the practice of parallel bars - related to "poing" - which is illegal in Germany and under the rules of the International Equestrian Federation.

Parallel bars are intended to encourage horses to pull their legs up and jump higher.

To achieve this, an obstacle bar is lifted up so that it hits the horse's legs while they are clearing a jump.

This technique is forbidden as it can often cause the animal pain.

An investigative journalist worked on the project for two years, disguising themselves as an intern to gain access to Beerbaum's training methods.

The 58-year-old said he plans to take legal action against the broadcaster of the report, claiming the video had "nothing to do with parallel bars" and was instead showing "touching", a method permitted under German law.

The New York Times

Modern Pentathlon Drops Equestrian Competition After Abuse Claims

Accusations of animal abuse at the Tokyo Olympics helped lead to the biggest change to modern pentathlon in more than a century.

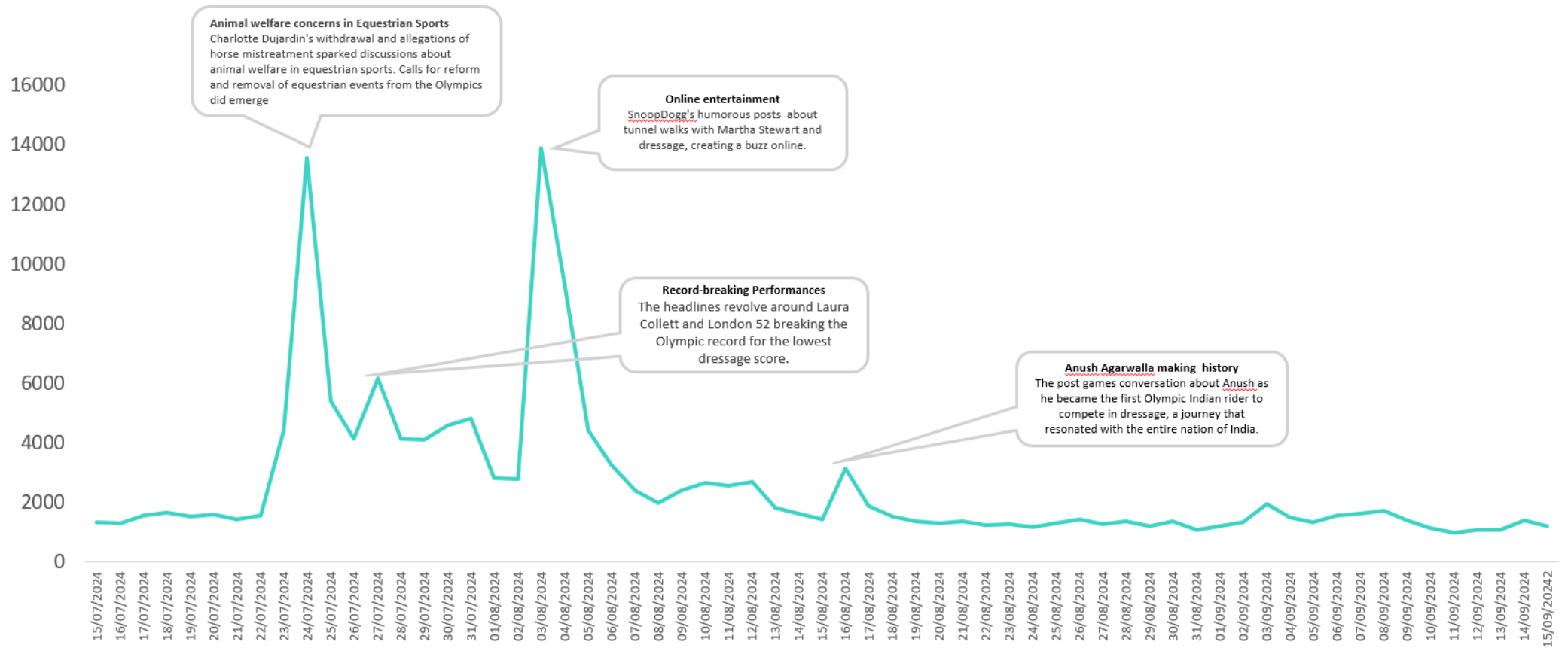
Share full article



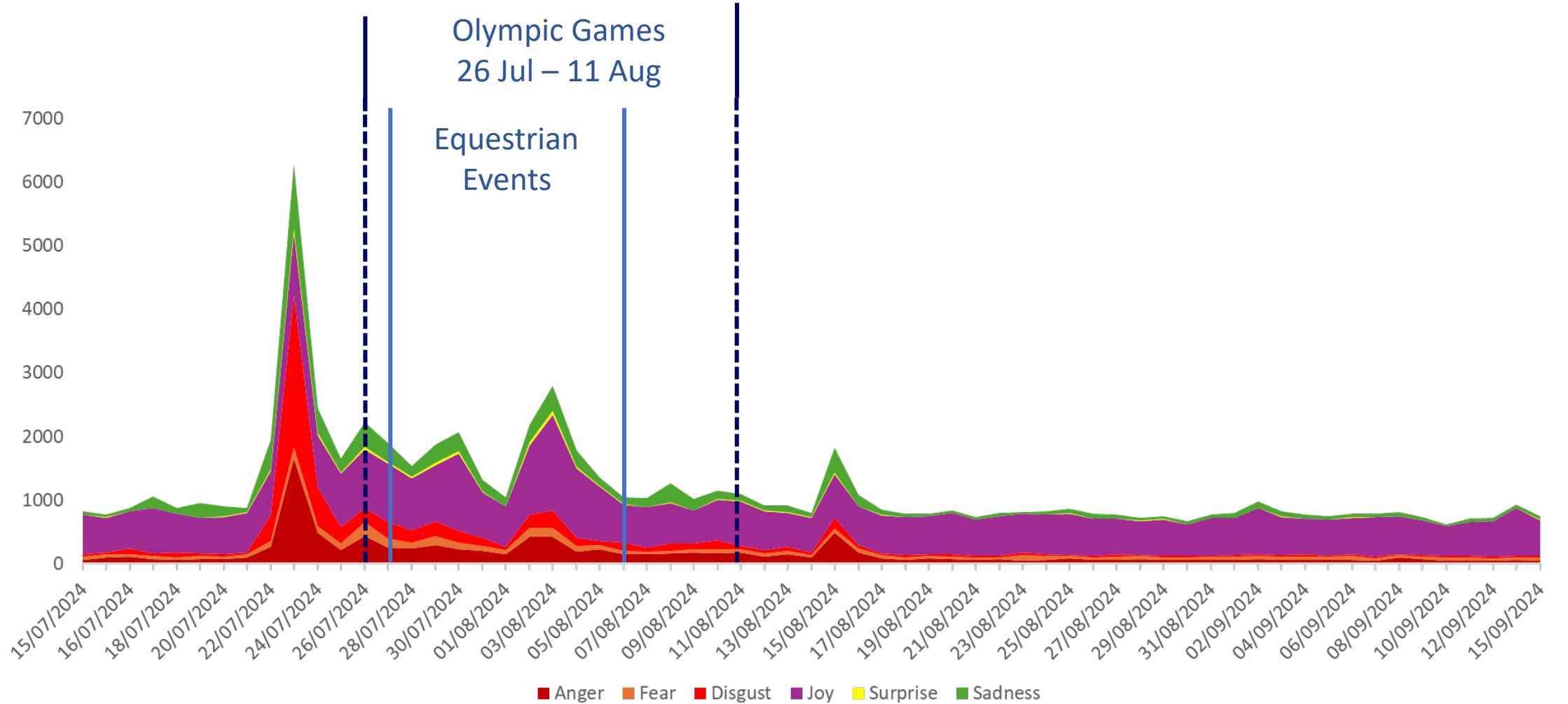
AN EXAMPLE

- In 7 days, the query around Charlotte Dujardin generated around **69'000** posts
 - **66.7%** negatively connoted
 - **29.7%** neutral
 - **3.6%** positive
- Of all posts, **10%** mention the FEI

SOCIAL MEDIA POSTS



VOLUME OF EMOTIONS



DRESSAGE AND ANIMAL WELFARE

General Sentiment of Dressage

- In general there was **an increase** in negative feedback in 2024 compared to 2023, particularly concerning animal welfare.
- Criticism often targets well-known athletes, reflecting a broader concern about modern Dressage practices.

MAIN MEDIA FOCUS

El 'Escándalo' de Juan Antonio Jiménez, el deportista más longevo de París 2024

El jinete de doma clásica de 65 años, que tiene un ejercicio con temas de Raphael, es también el deportista de más edad de toda la historia olímpica española



El jinete Juan Antonio Jiménez Colón, con su cabalga Boudoir Miro, en la media del concurso europeo de Versalles. ALBERTO GARCÍA

Time warp: Olympic equestrians make history in Versailles' lavish grounds

SUMMER GAMES DAY BY DAY **FRANCE**

From our Olympics correspondent in Paris – The world's top equestrians seemed to have cantered in from another century as they rode through the pleasure gardens of the Palace of Versailles on Monday, ending a three-day competition combining dressage, cross-country and show-jumping. Bavarian rider Michael Jung won gold in the individual eventing, with France trailing in second place behind Great Britain in the team competition.

OLIMPIADAS DE PARÍS 2024: EL CASTILLO DE VERSALLES, ESCENARIO REAL DE LAS PRUEBAS OLÍMPICAS



SORTIRAPARIS

Zeus, le cheval métallique des JO 2024, exposé au château de Versailles



Youenn Madec / Crédits photo : GEOFFROY VAN DER HASSELT / AFP - 07h10, le 20 octobre 2024

Après l'Hôtel de Ville de Paris, Zeus, le cheval métallique qui a fendu la Seine pendant la cérémonie d'ouverture des JO est exposé au Château de Versailles. Jusqu'au 24 novembre, il trône dans la cour royale sous le regard attentif des visiteurs.

OLYMPICS

Japan earns first equestrian medal in 92 years



At Versailles, a grand Olympic venue dazzles spectators and competitors alike

AUGUST 9, 2024 · 6:11 AM ET

Becky Sullivan



The venue that hosted the Olympics equestrian events sits on the estate of Versailles, and the palace can be seen from the grandstand. Alex Broadway/Getty Images

PARALYMPICS



1st TIME APPEARANCE

30 athletes and 48 horses

MEDALS

1. USA – 7
2. GBR – 7
3. NED – 6 (2 gold)
4. GER – 6
5. BEL – 2 (2 gold)
6. LAT – 2 (2 gold)
7. ITA – 2
8. DEN – 1



Michèle George (BEL)



Jens Lasse DOKKAN (NOR)



OPERATIONAL & GAMES DELIVERY

VERSAILLES

- Iconic Location
- Rememberable Games
- Some Challenges
- Adaptability



Challenges

- Timetable
- Adherence to new IOC Norm
- No test event
- Complexity in decision making
- French labour law



Importance of FEI involvement

40 visits to Paris to assist and provide support

- FEI Olympic Directors and relevant FEI support
- Eventing Cross country cost review working group
- Technical Delegates
- Various experts
- Para accessibility advisor
- Results management/technology development with IOC/ORIS
- Liaison and cooperation with OBS (Olympic Broadcasting Services)



FEI Additional responsibilities

For all Olympic Games:

- appointment and contract of Course designers for Jumping & Eventing
- appointment and contract of footing advisors for footing selection testing and analysis
- climate impact work with experts
- equine anti-doping officials (appointment additional costs)
- specific training and preparation of FEI ITO/NTO

Specifically for Paris2024

- medical services for the Eventing Cross country
- additional transport for Officials
- meal tickets of ITO and NTOs
- additional visits of FEI delegation leading up to the Olympic Games
- Welfare officer



FEI HQ attendance in Paris

20 FEI HQ representatives in Paris delivering:

- Sport coordination
- Media support
- Veterinary guidance
- EADCMP coordination (equine antidoping)
- Logistical support
- Olympic family lounge and protocol
- Support to OBS
- Medical support



Issue resolution during the Paris 2024 Olympic Games

- Monitoring of weather and heat conditions
- Late athlete/horse replacements
- Coordination of Chef meetings and draws
- Handling protests, interpretation of rules, sanctions
- Eventing Cross country course support
- Transportation and food issues on venue



Knowledge transfer for LA28

Integration of the FEI in the venue developments, structure of budget to enhance review of cost savings (optimisation)

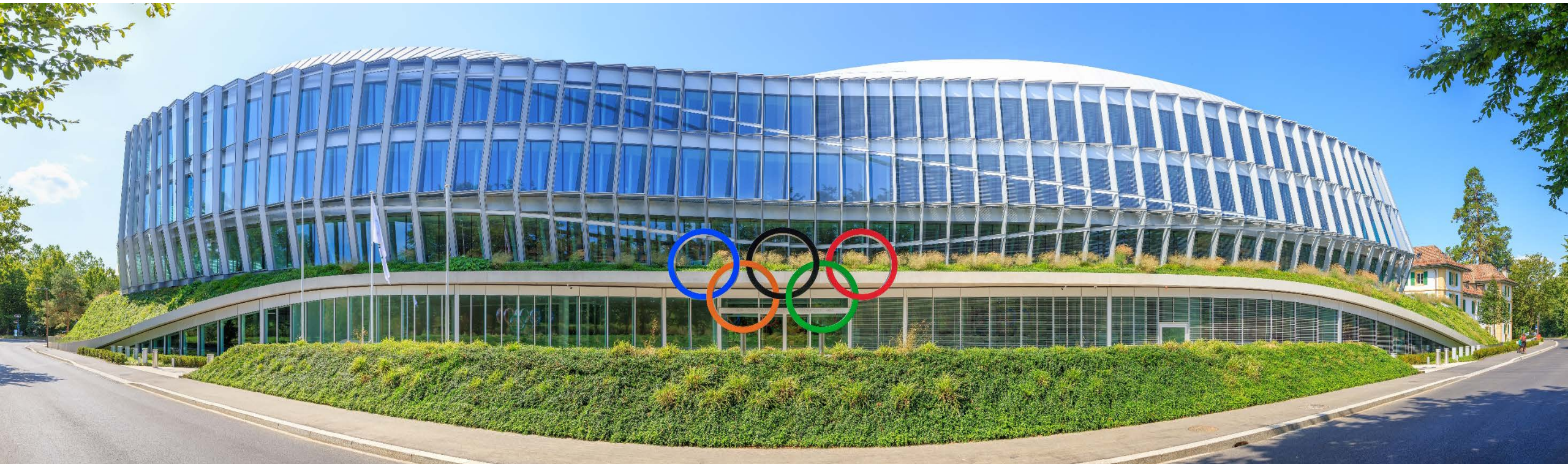


FINANCIALS

Contribution from IOC per Olympic Cycle

Used for :

- Olympic Fund
- Annual contribution to FEI Revenues



Financials Tokyo

FEI from IOC for Tokyo 2021 (not 2020) : 14 million CHF (15 million USD)

14 million CHF added to Olympic Fund

Annual deduction from Olympic Fund to FEI Revenues :

- 2021: 3.5 million CHF
- 2022: 3 million CHF
- 2023: 3.5 million CHF



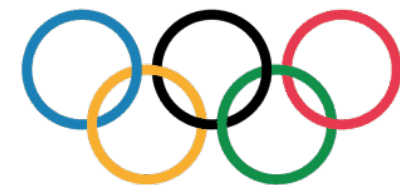
Financials Paris

Remaining Olympic Fund per 1 January 2024 :

- 7.395 million CHF (4 million CHF from Tokyo and remaining from previous games)
- Used to support Equestrian in Olympics and Paralympics



PARIS 2024



A Bond like No Other

Campaign to improve performance :

- Media
- Digital Platforms
- Drive viewers to Olympic broadcast

Monitored by IOC

Cost: 1.8 million CHF



Delivery

Support delivery of the Games : Approximately 800.000 CHF

Not counting staff time



Examples (Olympics and Paralympics)

- Pre-visits FEI Technical Delegations: 230.000 CHF
- Upgrade Olympic Family Lounge (deco and catering): 190.000 CHF
- Footing Experts: 160.000 CHF
- Tickets for NFs and guests: 120.000 CHF
- Course Designers: 120.000 CHF
- Medical service Eventing: 60.000 CHF
- Transportation Officials: 50.000 CHF
- Pontoon spectators: 30.000 CHF
- Additional per diems ITO/NTO: 30.000 CHF



New Olympic Cycle 2024

Expected revenue from Paris24 Games: 16mio USD (14 million CHF?)

We estimate:

- 2024: 2.5 million CHF
- 2025: 2.5 million CHF
- 2026: 2.5 million CHF
- 2027: 2.5 million CHF

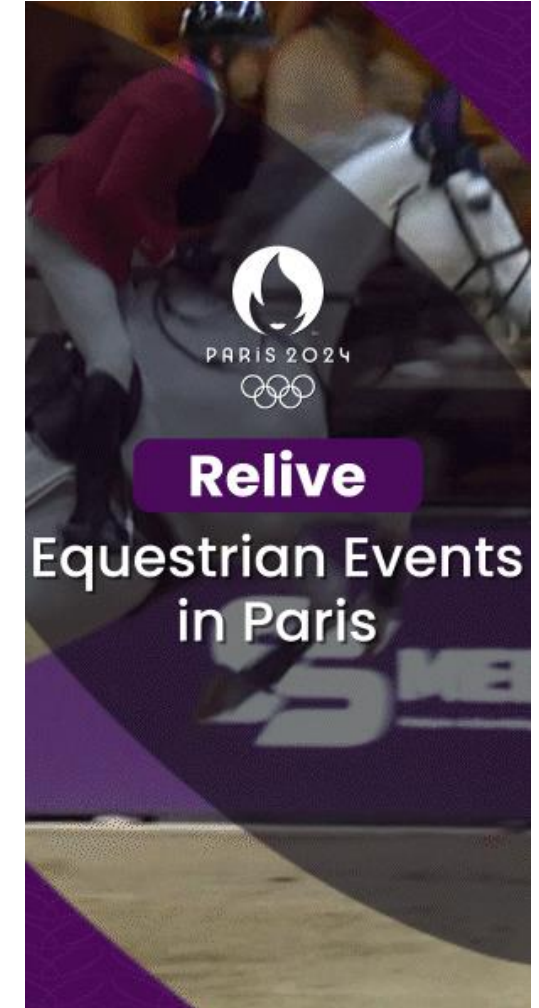
Added to fund 4 million CHF

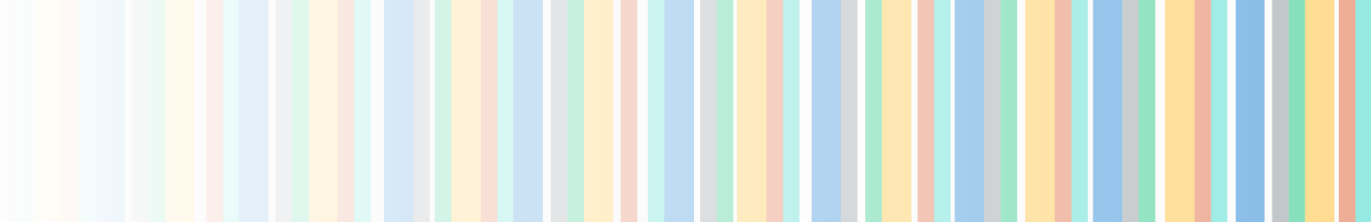




A Bond
Like No Other

FEI





FEI fei_global and 3 others
 zepter_crna_gora • Original audio

FEI fei_global Edited • 2 w
 @Paris2024, A Games Like No Other.
 🌞 🤝

We loved every second. What was your stand-out moment?

#AGamesLikeNoOther

#ABondLikeNoOther #Paris2024
 #Olympics #Equestrian #Dressage
 #Jumping #Eventing

jeanfrancoisbalavoine 11 w
 ❤️ 🙌 🥰 🐎 🐾
 3 likes Reply

cjarvisinsurance 11 w
 ❤️ ❤️ ❤️ ❤️

4,429 likes
 18 August

Add a comment...

FEI fei_global and 3 others
 Original audio

FEI fei_global 12 w
 Medals galore and every single one is so, so special. 🏆 🥰

We're welling up with pride as we relive some of the magical moments now set in Olympic history. 🥰

Which medal meant the most to you?
 🗣️

#AMedalLikeNoOther

#ABondLikeNoOther #Olympics
 #Paris2024 #Equestrian #Dressage
 #Jumping #Eventing

FEI fei_global 12 w
 Magic medal moments 🏆 🥰 🥰
 2 likes Reply

5,592 likes
 16 August

Add a comment...

TikTok

Ask me Anything with

561
12
17
7

00:01 / 02:08

fei_horse_world ✓
 FEI Horse World · 8-16

Follow

Original audio

fei_global ✓ What does it take to win @Paris2024 Jumping Individual Olympic gold? 🏆🐾

Hear from the medallist himself, as we pay @christiankukukofficial a visit on his return home from the excitement of the @Olympics.

And it's confirmed... Checker 47 is enjoying a well deserved holiday in...

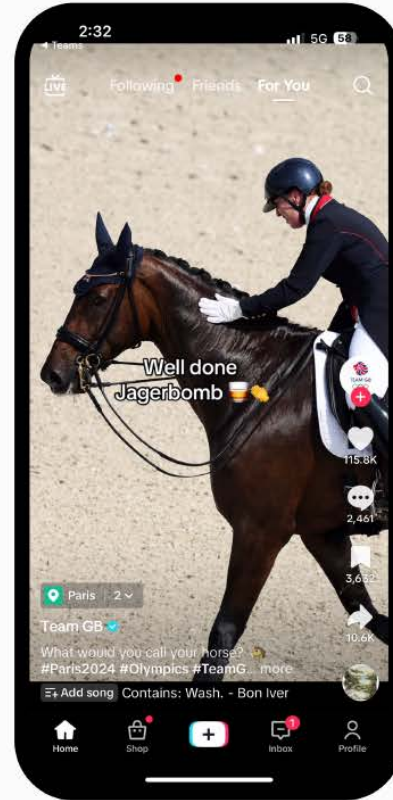
87,475 likes
 August 12

Add a comment... Post



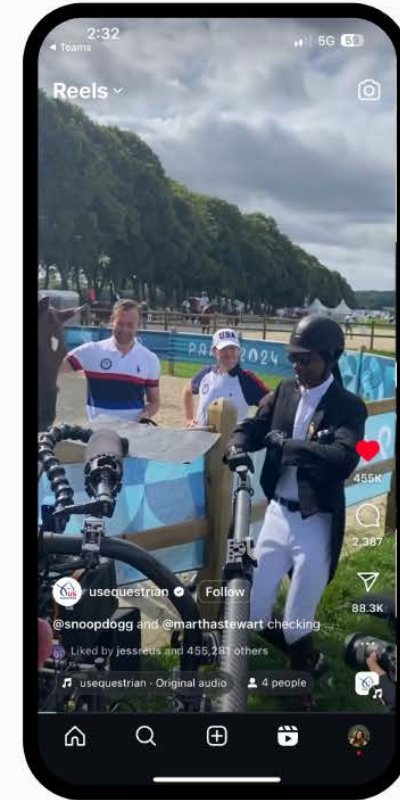
759 posts

by **athletes** generated a total
4.6m engagements



447 posts

by **NOCs** generated a total
2.6m engagements



184 posts

by **NFs** generated a total
1.5m engagements



JO - Équitation : chevaux surveillés, accueil privilégié, bien-être animal... Les vétérinaires, acteurs clés du sport équestre

sky sports

"We make a wonderful team" | Ros Canter and her horse Walter make a gold winning match

© Turnkey 6 August 2021 11:17:24



DAGENS NYHETER.

SPORT

Så ska ridsporten få bukt med problemen: "Helt beroende av visseblåsarna"

Daily Mail

EXCLUSIVE Team GB Olympic showjumper Joe Stockdale will be thinking of his late father Tim during the Games - once destined for a career in cricket, he will now go for gold in Paris

Le Parisien

Interview JO Paris 2024, Équitation

« On doit être partout » : à Versailles, les vétérinaires bénévoles des JO veillent au bien-être des chevaux

O GLOBO 100

Olimpíadas 2024: saiba como será o cuidado personalizado dos cavalos do hipismo

Atletas equinos vão ficar em Versailles, onde terão todo tipo de condições para que possam desempenhar no seu mais alto nível durante os Jogos de Paris

de Volkskrant

OLYMPISCHE SPELEN

Voor springruiter en viervoudig olympiër Maikel van der Vleuten is vader Eric van onschatbare waarde

Trouw

Olympische Spelen

Meer Nederlandse paarden dan ruiters op de Olympische Spelen, het gevolg van goed paardenzaad



Reportagem

Passaporte e viagem na 'executiva': como os cavalos voam para a Olimpíada?

NATIONAL POST

Sports / Olympics

Here's how to get a horse to the Olympics: First, you need to get it on the plane

You can lead an Olympic horse onto a transatlantic flight, but you can't always make it drink afterwards

TORONTO STAR

Harmony, compassion and horse passports: The inside story of Canada's Olympic equestrian team

Canada has nine riders (plus travelling alternates) in Paris and a dozen horses. Here's how they got to Paris.

Video Views

444'700'000

+361% from Tokyo (96'600'000)

Engagements

16'700'000

+71% from Tokyo (9'772'693)

New Fans

392'200

+51% from Tokyo (258'900)

Page Views

9'700'000

+182% from Tokyo (3'400'000)



LOS ANGELES 2028

LA 2028

- Qualification and Rules for LA28
- Quota, Disciplines and Events: IOC decision end March 2025
- Qualification proposal for IOC end 2025 (qualification start in 2026)
- Rules will be discussed in 2026





QUESTIONS