



LONGINES

EEF SERIES

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- The Longines EEF Series (“LES”) is an annual circuit for jumping Nations Cup team competition, that is a division of the FEI Nations Cup Series and has been created by the European Equestrian Federation – EEF to replace the former FEI Nations Cup Europe Division 2.
- All 38 European National Federations that are members of the EEF are eligible to participate and are divided in four geographical Regions of Europe – South, Central, West and North.
- The LES is run in three stages, i.e. eight Regional Qualifiers – RQs (two in each Region), two Semi-Finals and one Final. The best teams qualified through the stages compete for the title of Winner of the LES Final, while the best placed team in the Final from those NFs that are not part of Division I, will be promoted to Division I of next calendar year.
- 2022 was the second season for the LES, but it was the first full season with all legs taking place.



MONEY ON OFFER

- To attract and incentivize the best riders and horses at this sport level the total (prize) money on offer in the LES is € 1.100.000 on an annual basis, distributed in 2022 as follows (*):

Prize money in the Nations Cup class for the teams:

| | | |
|-------|--------------------|-------------|
| RQs | € 75.000 per show | (x 8 shows) |
| SFs | € 110.000 per show | (x 2 shows) |
| Final | € 200.000 | (x 1 show) |

Annual EEF Bonuses:

€ 40.000 divided among the best U25 riders in the RQs (€ 10.000 per Region)

€ 40.000 divided among the best individual performances in the Final (i.e. double clear)

(*) Distribution is revisited on an annual basis for optimization of sponsorship returns for Sponsor, riders and OCs.

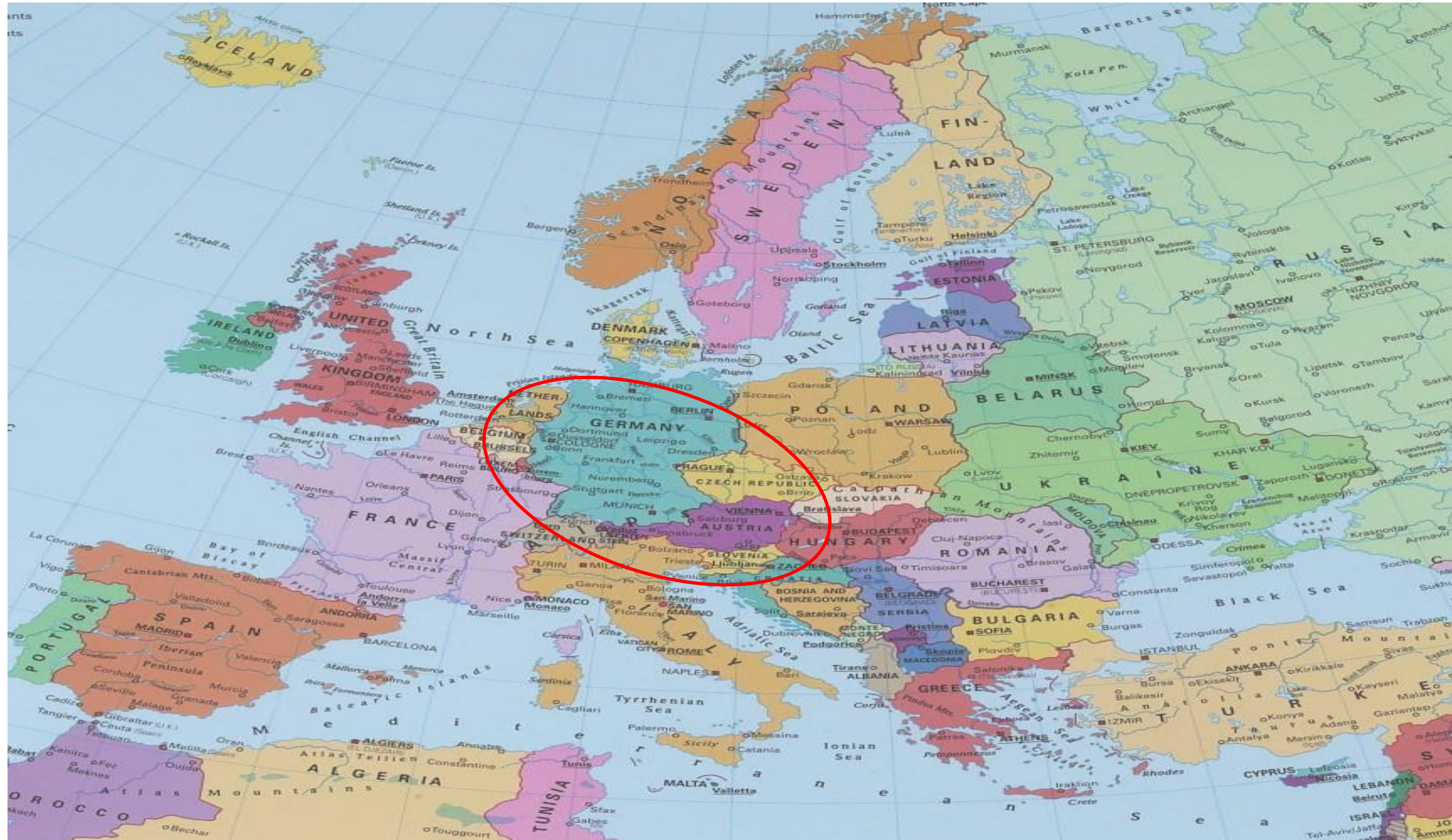
REGION SOUTH 2022 (13 countries)

Italy – Turkey – Greece – Bulgaria – Romania – Montenegro – Albania – Serbia – North Macedonia – Bosnia Hercegovina – Moldavia – Ukraine - Cyprus



REGION CENTRAL 2022 (10 countries)

Germany – Switzerland – Netherlands – Slovakia – Hungary – Czech Republic – Austria – Slovenia – Croatia – Liechtenstein



REGION NORTH 2022 (10 countries)

Norway – Sweden – Finland – Denmark – Poland – Estonia – Latvia – Lithuania – Israel
– Iceland

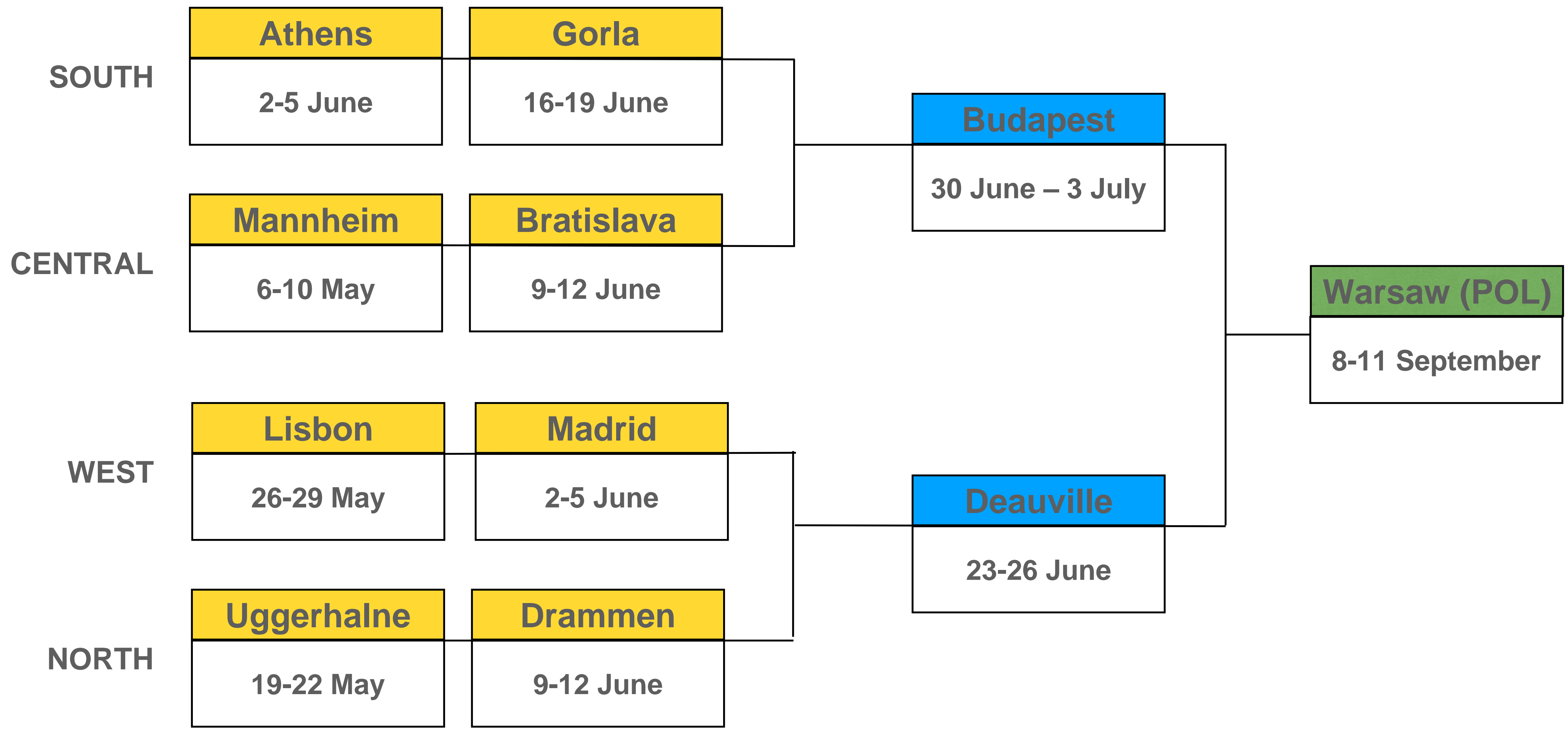
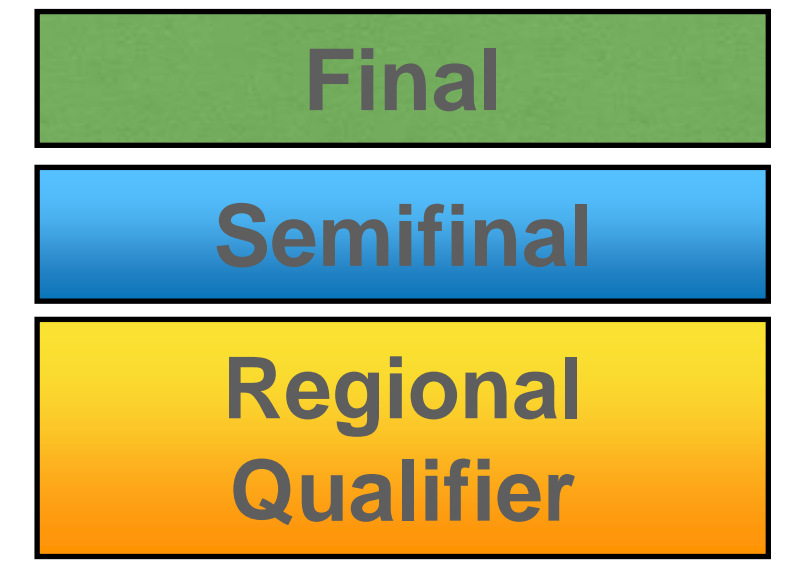


REGION WEST 2022 (7 countries)

Belgium – France – Spain – Portugal – Ireland – UK – Luxembourg – Monaco



Longines EEF Series 2022



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RQs are open to all NFs with priority to EEF NFs from LES Regional Group

29 Nations (including FEI Wild Cards) took part in 2022

96 team starts in 11 NC competitions, i.e. 9,5 teams per competition



BUL; ROU; ESP; GRE; IRL;
NED; NOR; ROU; SUI; TUR;
BRA; FIN; **JPN**; LTU; POR;
SVK; BEL; DEN; FRA; HUN;
POL; SWE; GBR; **USA**; **COL**;
GER; ITA; CZE; AUT

LES SPORT PHILOSOPHY

“A team competition for EEF Countries”
(as approved in Bucharest EEF GA 2019)

OBJECTIVE of the LONGINES EEF SERIES *(as approved in Bucharest EEF GA 2019)*

The Longines EEF Series has the clear objective **TO BRING TOGETHER** all European NFs, riders and stakeholders by:

- creating an attractive and exciting competition **targeted at 3* level** National teams in Jumping, where all EEF NFs have a reasonable chance to compete at par level,
- **involving all European NFs** to make the most appealing and inclusive jumping competition in the annual calendar for Europe,
- reactivating and enhancing national team spirit and competition and helping **all** teams/riders/horses prepare for Championships,
- offering an accessible platform for **upcoming** European Riders, horses and NFs for their development in Jumping,
- **encouraging** European owners to invest in younger horses for the teams, as well as OCs and new venues to organize shows with team competitions,
- motivating and engaging **all** stakeholders, media and audience in European Jumping

ALLOCATION OF EVENTS FOR REGIONAL AND EUROPEAN IMPACT (Bucharest 2019)

Allocation of the events (RQs, SFs and Final) is very important for the success of this series in order to create the conditions for:

- team and audience participation and excitement
- promotional value of media exposure
- general spending (hospitality, travel, side activities etc)
- sponsorship opportunities and promotion of the sport

ALLOCATION OF EVENTS FOR MEDIA IMPACT (Bucharest 2019)

The objectives:

- Sponsor intergration
- Focus on distribution in developing markets
- Enhanced media coverage for SFs and Final
- Content material to allow fans to engage through mobile devices
- Co-operation with home broadcast

So what is the LES and its events ABOUT ?

- It is not about just another series in the FEI calendar ... it is a series with a philosophy and a goal
- It is not about just another CSIO with a Nations Cup class to fill the schedule ... it is about celebrating National Team competition and the Nations Cup series
- It is not about just another sponsor secured by the EEF for one class in the show ... It is about uniting around a uniform profile and prestige and giving back to Longines that is supporting the whole series
- It is not about just another show to get points to qualify for Division 1 ... it is about developing the sport in all EEF NFs, independent of Division 1 existence, restrictions, commitments and continuously changing Rules
- It is not about just another series and events tailormade to the specific needs of one specific NF/team/chef/OC or another ... it is about creating a new market and facilitating development of all participants and stakeholders in a mutually beneficial and inclusive way for a better common future
- It is not about just another opportunity for riders to win prizemoney or ranking points ... it is about giving attention and starting opportunities to the new blood for the future of our sport

REGIONAL QUALIFIERS - RQs (2 per Region)

- The RQs are at 3* level and NC competition is at 1.45m.
 - **REASONING:** This is to allow all NFs to participate with either their best teams (for smaller NFs or NFs with a main goal of promotion to Div 1) or with developing teams (for bigger NFs and Div 1 teams).

- Teams have to compete in both RQs in their Region to get points to qualify for the SFs.
 - **REASONING:** This is to encourage participation (for teams and OCs) and to reward participation (for NFs and teams/riders).

- The best five (5) placed teams in a Region will go to the designated SF.
 - **REASONING:** This is to offer an additional opportunity to compete as a team in the SF (for teams from smaller NFs and developing teams from bigger NFs) or to qualify for the Final (for NFs with a main goal of promotion to Div 1)

REGIONAL QUALIFIERS - RQs (2 per Region)

- Points are allocated only to teams from the respective Region.
 - **REASONING:** This is to have fair competition between teams from same Region without the interference of NFs outside the Region or FEI Wild Cards.

- The number of teams competing in RQs is maximum 10 teams + 1 FEI Wild Card, provided NFs from the respective EEF Regions are guaranteed a starting place.
 - **REASONING:** This is to allow enough room first for all NFs from same Region, and then for teams outside the Region that the OC wants to invite or that need more starting opportunities as a team, while maintaining a reasonable number of participating teams to reduce OC cost and to facilitate time management and broadcast. All 10 teams going through to the 2nd round is for sport reasons, which are paramount in the LES philosophy (NOTE: the same Reasoning for all 10 teams in the 2nd round applies also to the SFs and the Final).

- The GP 3* in the RQ can be 1.55m (provided it is declared by Sep 30 - FEI Calendar entry deadline)
 - **REASONING:** This allows up to 60 individual riders to achieve MERs for CH without affecting the LES philosophy.

SEMI-FINALS – SFs (2)

- The SFs are at 3* level and NC competition is at 1.50m.
 - **REASONING:** this is to separate in the SF the better teams from the rest by merit, while offering the lesser teams another opportunity to gain experience and advance

- Each SF will have ten (10) teams and is reserved only for teams from EEF NFs.
 - **REASONING:** this is to highlight the importance of the event and to give a clear narrative and result to sponsor, audience and media.

- The five (5) best placed teams from Regions South and Central will qualify for SF 1.
The five (5) best placed teams from Regions North and West will qualify for SF2.
 - **REASONING:** this is for fair competition and equal opportunity for teams from all parts of Europe

SEMI-FINALS – SFs (2)

- In case of withdrawal of a qualified team in a SF, such team is replaced by only the next one team in points in the same Region and, after that, by the team from any other Region with most points in the ranking.
 - **REASONING:** this is for fair competition. The emphasis is on the word “withdrawal” to distinguish from any other reason of non-participation. As in all qualification systems (OG, WC etc.) in all sports, in case of withdrawal the next best comes in, subject to the same applicable Rules and eligibility criteria.
- The GP 3* in the SF can be 1.55m (provided it is declared by Sep 30 - FEI Calendar entry deadline)
 - **REASONING:** This allows up to 60 individual riders to achieve MERs for CH without affecting the LES philosophy.

FINAL (1)

- The FINAL is at 4* level and the NC competition is at 1.55m.
 - **REASONING:** this is to have the best team winning the Final and a team that will theoretically be better prepared for the challenges of Div 1 in the next calendar year. This 1.55m also gives two more rounds for MERs for CH.
- Ten (10) Teams compete in the Final, which is reserved only for teams from EEF NFs.
 - **REASONING:** this is to highlight the importance of the event and to give a clear narrative and result to audience and media.
- The winning team will be promoted to NC Division 1 for the next calendar year, unless such winning team comes from an NF eligible to compete in Division 1 in the next calendar year. In such case, it will be the each time next ranked team in the Final promoted to Division 1, provided always it does not come from an NF eligible to compete in Division 1 in the next calendar year.
 - **REASONING:** this is for fair competition and to reward the teams with a main goal from the beginning to qualify for Div 1, however this qualification does not come by right or by default, but only if they perform accordingly.

EEF issues to address for 2023:

- Organization and Monitoring by EEF and its Road Managers :
 - EEF will create a professional system to support LES and service all OCs and NFs.
 - EEF will undertake the process for host agreements, schedules approvals and management of the LES
 - EEF will provide press and promotion content for OCs in a timely fashion
 - EEF will continue to honor all its undertakings in the host agreement
 - EEF will

NFs and Chefs issues to address for 2023:

➤ Sport/Entries :

- to understand the LES Philosophy, to study the Rules and to request clarifications before the beginning of the season. Same process to follow for the Schedules after they are published.
- to enter teams in both RQs in their Region, as well as in other Regions' RQs, where invited
- to strategically use LES events to promote new talent/riders and U25 riders
- to enter teams in the RQs outside their Region to develop more teams/talents
- to ask for Wild Cards for RQs outside their Region early in the year in consultation with EEF and FEI

➤ Organization/Development/Support

- to invite and to make available officials from EEF NFs, especially upcoming new officials, if any
- NFs to support their OCs where necessary and to support all LES RQs in their Regions
- to educate their riders, stakeholders and community about the LES Philosophy and goals and to communicate same through their press and other media channels

OCs issues to address for 2023:

➤ Host Agreement and dates:

- to be in line with EEF – Longines contract
- to be signed before 31.12.2022
- to include improvements, but only in a uniform way for all OCs
- to include OC specific adjustments in Addendums that are in line with EEF Longines contract
- to do best efforts to avoid date clash with other LES events (maximum 2 events per week)

➤ Schedule:

- to run the show in 4 competition days
- to be agreed with EEF and then to be sent to FEI until 28.2.2023 for approval within 10 days
- to schedule LES NC class as the main event, either on Sunday or Friday at a prime time (i.e. after 5pm) and to follow protocols (prize giving, parade, press conference etc.)

OCs issues to address for 2023:

➤ Sport:

- to invite a maximum of 90 individuals (number of invitations remains at the OC's discretion)
- to invite first teams of their Region and then all European teams with priority over non-European teams
- to invite as many individuals as possible from the other NFs in their same Region in addition to the official team, and then to invite, without extra obligations, as many individuals from other Regions as possible
- to appoint course designer and assistant course designers in co-operation with EEF to develop new talent
- to invite and facilitate exchange of officials from EEF NFs, especially upcoming new officials, if any

➤ Organization & Media:

- EEF will ensure in a timely fashion together with Longines sponsorship material and applications
- EEF will provide media strategy in advance in co-operation with Longines
- TV broadcasting to be clarified ahead of signing of host agreement

Other issues to discuss and/or revisit:

➤ Format:

- Possibility for one more ranking class. This applies especially in the SFs that are 3* and allow less flexibility because of the higher prize money in the NC and the GP. (see slide 3 above)
- Proposals to reduce the global length of the NC class, without depriving the teams of their opportunity to jump the 2nd round as per LES sport philosophy
- Include and upgrade the contribution of horse owners in the presentation and prizegiving ceremonies

➤ Rules

- Revisit “obligation of teams to compete in both RQs to qualify for SF”
- Revisit “withdrawal of teams” from SF or F and replace it with “non-participation”
- Revisit the possibility of participation in the Longines FEI Nations Cup™ Final of current year
- Revisit composition of LES Regions without affecting the SF and F qualification system

➤ Organization and OCs:

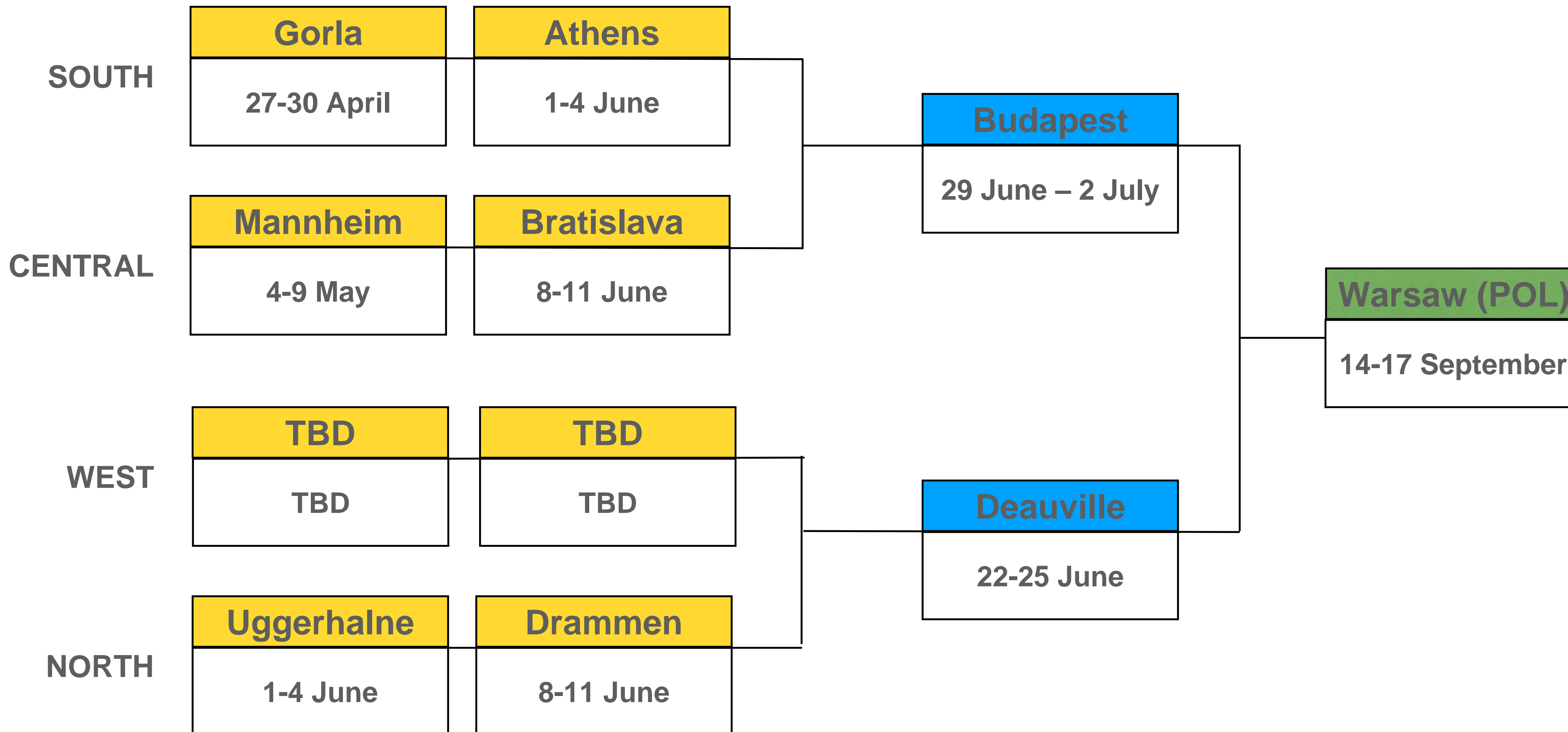
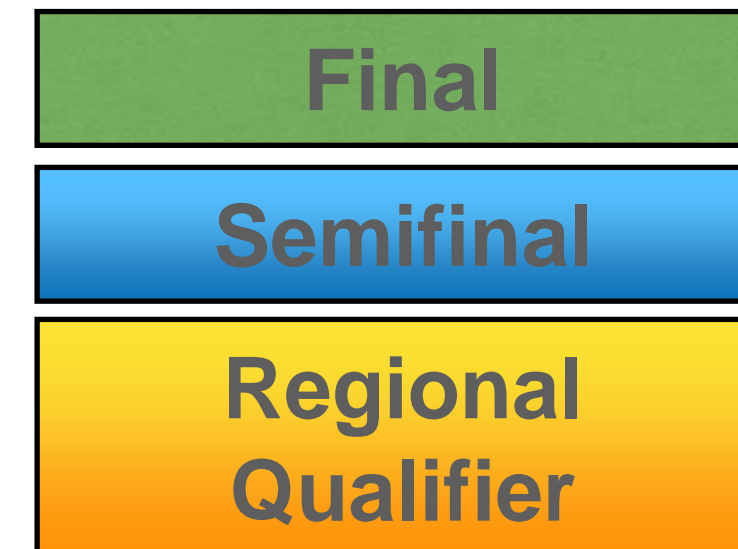
- Introduce environmental and sustainability concerns and provisions as part of the LES philosophy

Longines EEF Series 2023 (tentative)



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THANK YOU



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