

Vision 2024

Equestrian Development on a Scale

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Posted by Gentlemen in China | Aug 7, 2014 | Chinese Consumption, Chinese tourists, Luxury China : Market, Trends & Analysis | 1 | ★★★★★



HORSE SHOW, INSIGHT, LIFESTYLE

EQUESTRIANISM – A *growing business in China*

AUGUST 17, 2015 by SILLE KASIN

PHOTO: IN 2012 WHITE HORSE





Welcome Message

We are group of experienced professionals in equestrian business with 15+ years of experience in the field and proven successful track of record in the Industry. As the equestrian market in Europe is fairly advance and mature it's becoming role model for emerging markets with substantial potential.

The market which is far largest currently and with major potential for growth is China, when the government is supporting the development of several sports fields including jumping and specifically as part of the Summer Olympics program. Therefore we have formed exclusive business group which focus is to support the development of Equestrian industry in emerging markets. We do also focus at large scale Horse Development program, which connects with this goal.

We aim to cooperate closely with Chinese Equestrian Association and related service organizations to support the development of the segment in China and other countries. This provide us unique opportunity to develop exciting and high-growth business of equestrian services not only for the Chinese market, get the Horse Development to the the next level and also participate at racing events throughout Europe under the CHINA TOUR umbrella.

Jerry Smit, CEO

Horse Searching

The company develops unique scouting system to be able delivery steady stream of quality horses into Development Program to produce high quality candidates to the entire rank of performance grades.



Event Management

The bread and butter of Horse Development Program is participation at the selected events, where Vision 2024 will be also co-organizer of some to support cooperation between Europe and other markets.

These activities are also part of promotion of the Sport in the emerging markets.

Development

Vision 2024 will be managing large scale Horse Development program to be able to provide its clients sufficient number of high-quality horses which are being sold both at the open market as well as through contract with industrial partners to support Olympic program cycle.





500

Horses

Target for Vision 2024 Horse
Development Program

€5M

Investment

Value of investment to Horse
Development Fund.

*Vision 2024 is the exclusive partner with XTREME
Equity Fund, which created unique horse-asset
related investment program:*

Equestrian Global Asset Investment Fund

Why to partner with us

Vision 2024 is based upon key principles delivering excellent results.



Experience

Experience gained through several generations of industry participation.



Olympics

We aim at the highest bar – providing horses for the Olympics.



Professionalism

Discipline and professionalism are key elements of the group.



Cultural Bridge

Vision 2024 provides bridge between roots of the industry in Europe and new emerging markets.



Horse Development

The company develops unique Horse Development program which enables whole range of services.



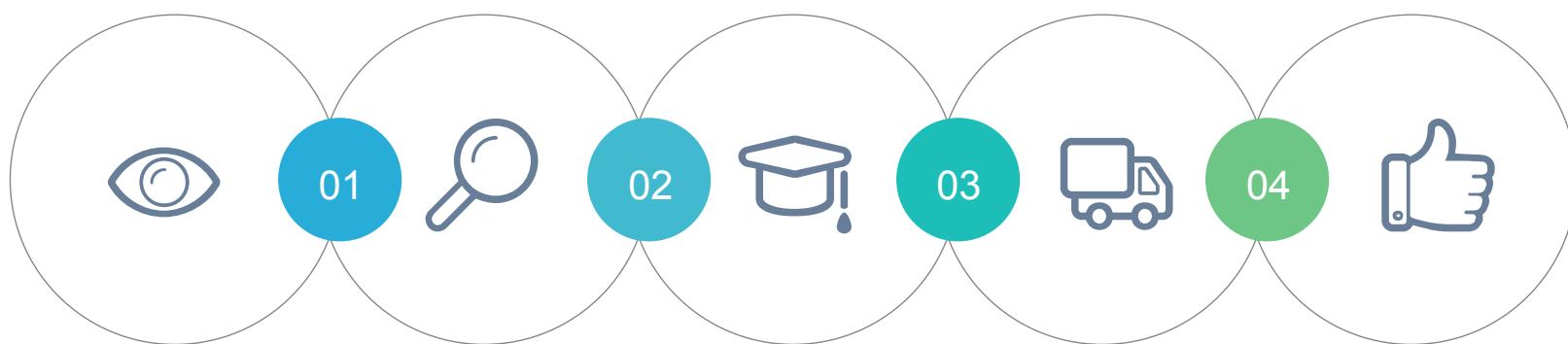
Equestrianism

Partnering with Vision 2024 means to become part of Equestrianism.



Our unique development program

Vision 2024 develops unique large scale horse development program/.



Prospecting

The key element to successfully deliver results of the program is the constant prospecting for new breed.

Inspection

System of inspection makes sure that only healthy and strong horses are accepted into the Program.

Professional Care

Developing Horses is combination of science and art. We have the facilities and the team to take care and provide results.

Placement

Clients of Horses development program are recruiting from Associations as well as free market.

Events

Vision 2024 will participate at number of industry events as part of its Horse Development program, but also promotion of Emerging markets in Europe and vice-versa.



European Events

Vision 2024 uses participation at the European events as part of its Horse Development programs, but also as experience for the emerging markets riders.



Events in China

Promotion of the sport in China is on the targets of Visions 2024, especially supporting China Tour Series.



Equestrian Global Asset Investment Fund

Unique Investment Fund

The unique horse-asset fund, which exclusively invests into the horse ownership on a scale allowing steady profits from increase in the value of Horses because of its careful selection and professional development.

EGA Investment Fund will manage initial capital of EUR 5M to invest into the ownership and development of 500 Horses during next 5 years.

- On average carefully selected horse purchased at the age of 5-11 has the value of €90,000.
- If professionally developed (including event participation) within 6 – 36 months the value will on average increase 2,6 times.
- EGA Investment Fund uses Vision2024 professional development program for its horses
- Its portfolio will be insured against key risks

Offer for investors

- 15% guaranteed annual interest
- Expected return of 120% after 5-years of investment

Vision 2024 Services

Vision 2024 offers selected clients following services as result of infrastructure built for its Horse Development program.



Horse Management

Professional care of our international Equestrian team ensures, that sport horse care, training and racing at competitions, leads to continuous performance improvements.



Sponsorships

We help to build new business relationships between Chinese and European entrepreneurs to unlock opportunities in both European & Chinese markets.



Riding Academy

Top trainers and riders with years of experience participating in mental, physical, riding and racing preparation of the talented international riders in the challenging competitive environment across Europe.



Scouting & Pairing

For any kind of the investor we can find healthy, strong sport horse corresponding to their expectations. For any kind of rider we are able to find a horses which fits their current skills and future athletic goals.



Export & Import

Comprehensive services related to the purchase, sale, quarantine and transportation of sport horses between Europe, China and other international markets.



Investments

Prospecting, Inspection and Professional Care and Placement abilities at the European and Chinese Markets creates a unique opportunity for an interesting evaluation of financial resources.



Vision 2024 plan

Vision 2024 has two stage plan, which is built around Olympic cycles, but the same time it provides its services along the time.

2016

LAUNCH

Vision 2024 was launched in 2016 when key partnerships were formed as well the core team.

2017

ACQUISITION

Start of horses acquisition into the development program as well as services provided. The focus is at jumping horses.

2019

FIRST STAGE

Development program is extended to the dressage and eventing horses as well. Expected development target of first 150 horses achieved.

2024

SECOND STAGE

500 Horses yearly target achieved and successful second Olympics cycle completed.

How you can partner with us

Vision 2024 offers ability for partnerships in several areas.



EGA Fund Investment



**Horse Development
& Trading**



Event Sponsorships



Equestrian Services

Contact Us

Thanks you for your interest in Vision 20-24 and do not hesitate to contact us to discuss partnership opportunities.

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