CHALLENGE FAMILY wearetriathlon!
**CHALLENGE FAMILY**

**WELCOME TO THE FAMILY.**

Challenge Family is a global series of long-distance triathlons with number of side events that is changing the face of triathlon racing around the world. Featuring spectacular courses in iconic destinations, Challenge Family events focus on delivering a quality triathlon festival experience to athletes of all ages and abilities, and creating a memorable spectator experience that captures all the excitement and emotion of this inspirational sport.

At Challenge Family we’re driven by the same thing that drives athletes: the passion to push limits, to perform at our best and to enjoy what we do in style.

Challenge Family is going above and beyond, with the highest possible respect for the legacy of the sport of triathlon, the athletes, communities, media, sport governing bodies, environment and industry partners.

We are creating innovative platforms for sustained growth; and together with our partners sharing our ethical values and business morals.

Challenge Family is a brand that is synonymous with aspiration, authenticity, premium production, athlete-first focus, personal best and loyalty.
OUR DNA

✓ Delivering platforms for lifestyle enhancement throughout athletes journey, ultimate experience via events, communities, exchange platforms, festivals, clinics, travel services, etc.

✓ Quality and Innovation leadership operating with excellent business morals and ethics

✓ Incorporating federations, governing bodies, tourism and administrative bodies

✓ History - "Legacy and Legends"

✓ Fair price performance ratio

✓ Great atmosphere with outstanding hot spots

✓ “Challenge Festival” for everyone (athletes, non-athletes, family members, etc.)

✓ Outstanding locations

✓ Volunteers and supporters making Challenge an unforgettable experience

✓ Loyalty and excellent customer services

✓ Excellent reputation among athletes

✓ World records and human stories
## OUR BRAND PILLARS

### QUALITY
- **Maintaining High Standards**
  - Event Management, Safety and Operations
- **Setting the Next Industry Standards**
  - On Course Technology and Race Coverage
- **Gain Critical Mass**
  - Expanding Current Core Markets
- **Putting the Athlete First**
  - Value for money event registration fees
- **True to Our Heritage**
  - Maintain our integrity, ethics and morals in all dealings

### INNOVATION
- **Experience for athletes, media and spectators**
  - Relationships with Licensees and Stakeholders
- **Travel Products and Tours**
  - Travel Products and Tours
- **Presence in New Markets**
  - Presence in New Markets
- **Sincere customer service and athlete policies**
  - Sincere customer service and athlete policies
- **Passion and excitement about our brand**
  - Passion and excitement about our brand

### SCALE
- **Experience for athletes, media and spectators**
  - Education and Value-Add to Athletes
- **Increase registration volume at all events; database.**
  - Increase registration volume at all events; database.
- **Genuine relationships with Pro Athletes**
  - Genuine relationships with Pro Athletes
- **Unique race experiences, dream fulfillment**
  - Unique race experiences, dream fulfillment
- **Community driven**
  - Community driven

### ATHLETE FOCUSED
- **Event Presentation and Look and Feel**
  - Event Presentation and Look and Feel
- **Affinity Products and Lifestyle Enhancers**
  - Affinity Products and Lifestyle Enhancers
- **Increase profits**
  - Increase profits
- **Unique race experiences, dream fulfillment**
  - Unique race experiences, dream fulfillment
- **Community driven**
  - Community driven

### AUTHENTICITY
- **Event Management, Safety and Operations**
  - Event Presentation and Look and Feel
- **On Course Technology and Race Coverage**
  - Affinity Products and Lifestyle Enhancers
- **Expanding Current Core Markets**
  - Increase profits
- **Putting the Athlete First**
  - Unique race experiences, dream fulfillment
- **True to Our Heritage**
  - Community driven

**WE ARE TRIATHLON!**
Challenge athletes are high income earners and well educated. They are as driven and successful in their professional careers as they are in their sporting lives. They are goal oriented and committed to an active and healthy lifestyle.

“Triathlon with its active and committed participants is more valuable than stadiums full of passive spectators. The long-distance triathlon fan community is passionate, demonstrating an insatiable need to learn more about the sport of triathlon and their natural desire to share that learning with others”

- Fmr. CEO of Challenge Intelligence, a Google Company
AUDIENCE DEMOGRAPHICS

30% FEMALE

AGE + GENDER
Ages represented 18-80+, Largest age group 34-40. 70% male participation

42% $150,000+

INCOME
Mean annual household income $181K, 26% under $100K, 32% between $110K and $150K. 42% over $150K annual income.

86% COLLEGE DEGREE

EDUCATION
86% of participants have college or university degrees and are opinion leaders in their field.

70% MARRIED

STATUS
70% of participants are married and 60% have one or more children.
OVERVIEW ETU Championships
CHALLENGE FAMILY RACES

• 2014 Half distance: ETU Championships CHALLENGE PAGUERA-MALLORCA

• 2014 Long distance: ETU Championships CHALLENGE ALMERE-AMSTERDAM

• 2015 Half distance: ETU Championships CHALLENGE RIMINI

• 2015 Long distance: ETU Championships CHALLENGE WEYMOUTH

• 2016 Half distance: ETU Championships CHALLENGE WALCHSEE-KAISERWINKL

• 2016 Long distance: ETU Championships CHALLENGE POZNAN
ETU Championships
CHALLENGE ALMERE-AMSTERDAM 2014

• Full event (including side events): 2200 athletes from 40 countries
• 500 starters on the Long Distance – 70 women, 430 men
  • 30 nationalities
  • Male winner: Markus Fachbach (GER) in 8:28:18
  • Female winner: Heleen Bij de Vaate (NED) in 9:16:26
ETU Championships
CHALLENGE ALMERE-AMSTERDAM 2014

- Athletes rewarded the event with an 8.5/10 points
- **25,000** spectators
- Challenging conditions:
  - Warm and windy
- ETU Technical delegate commented:
  - “Good looking venue, very compact”
ETU Championships
CHALLENGE ALMERE-AMSTERDAM 2014

Special events during ETU CHAMPIONSHIPS:

- Junior races
- Senior races (sprint distance)
- Para Triathlon
- Family Relay (380m/7km/2km)
- Business Relay
- Team Competitions
- Expo
ETU Championships

CHALLENGE PAGUERA MALLORCA 2014
ETU Championships
CHALLENGE PAGUERA MALLORCA 2014

Numbers:

- 1,110 international triathletes in different categories
- 1,000 athletes at side events
- 800 volunteers
- 20,000 spectators
Accommodation in Paguera during the days of the race: 95%
- Excellent International media coverage
ETU Championships
CHALLENGE PAGUERA MALLORCA 2014

Special events during ETU CHAMPIONSHIPS:

- Night of fire
- Gastronomy fair during the week
- Concerts
- Fireworks
- Traditional night markets
- Expo fair
- Children activities
ETU Championships
CHALLENGE PAGUERA MALLORCA 2014

WE ARE TRIATHLON!
ETU Championships
CHALLENGE RIMINI 2015

24.05.2015

WE ARE TRIATHLON!
ETU Championships
CHALLENGE RIMINI 2015

Numbers:
Total 2,000 athletes at the event weekend
ETU champs: 533 athletes

side events:
• Half Distance Open: 1,000 Athletes
• 80 Team Relays

• numbers of spectators: 12,000
• 22 countries represented
ETU Championships
CHALLENGE RIMINI 2015

Festival weekend:
• Open sprint distance
• Duathlon junior
• Grand Prix Italia sprint distance
• Italian paratriathlon championship
• World Media Challenge
• Womens run

Course
• 7 city and 2 region crossed by bike course
• Run course on famous promenade of rimini
ETU Championships
CHALLENGE WALCHSEE-KAISERWINKL 2016
ETU Championships
CHALLENGE WALCHSEE-KAISERWINKL 2016

DATE: 04. SEPTEMBER 2016
Expected athletes: 1.800
Expected spectators: 15.000

Special Activities around the race:
- Open ceremony with laser show at the lake
- Junior Challenge (Aquathlon) with 200 athletes
- Pasta Party with traditional tyrolean desert (Kaiserschmarrn)
- Expo

WE ARE TRIATHLON!
ETU Championships
CHALLENGE WALCHSEE-KAISERWINKL 2016

POSITIVE IMPACT OF THE ETU CHAMPIONSHIPS:

• Increase of numbers of ETU-Athletes
• More Spectators
• More Media Attention
• Increase the Awareness for the region Kaiserwinkl
ETU Championships
CHALLENGE WALCHSEE-KAISERWINKL 2016

IMPRESSIVE FACTS:

Swim course: in lake with drinking water quality covered in the foothills of mighty Kaisergebirge Mountain Range

Bike course: demanding course with 1140 m altitude leads through picturesque tyrolean scenery

Run course: around the lake promenade, slightly hilly in-between fields and meadows

Other activity options in Kaiserwinkl: hiking, mountaineering, rafting, golf, summer toboggan run, children’s play park, ...
Numbers & additional events

Expected:

6000 athletes on all distances:
- long distance,
- half distance,
- olympic distance,
- sprint,
- relays.

50,000 spectators during the 2 day race
- livestream = further spectators
- wide national and international media coverage.
ETU Championships at Long Distance Challenge Poznań

City with a 1200 Year History

22-24 July

Endusport
Attractions during ETU Championships

Side events/ special activities:

Road to Challenge – far range of prep. activities leading to Championships

a) Tri Kids – meetings with triathletes in public schools, encouraging kids to eat healthy and exercise,

b) Family Run – sport picnic organised to promote triathlon, family integration through sport,

c) Football supporters run – integration of football community with triathlon (local football stars involved),

d) Rooftop race – running races on top of Poznań’s landmarks,

e) Triathlon symposium – nutrition, trainings, health issues – series of events to discuss how to properly practice triathlon,

f) Aquathlons & duathlons,

g) Ambassador/ VIP program & package.
Attractions during ETU Championships

Events during ETU Championships/Challenge Poznań:

a) Kid's Triathlon,

b) Family Run, (5 km, 10 km),

c) Flyboard,

d) CrossFit, Fitness shows,

e) Triathlon cinema,

f) Concert of a star,

g) Slow food & food truck festival,

h) Expo zone,

i) „Energy+” – special zone for active children,

j) Chillout zone/ Finisher zone – accordingly for supporters ad triathletes

k) DJ shows, fireworks
ETU Championships at Long Distance Challenge Poznań
New Route:

- through beautiful city of Poznań (Old Town),
- T2 located on courtyard of City Hall,
- spectacular finish line and finisher zone in beautiful Liberty Square in downtown Poznań,
- supporters located alongside entire route
ETU Championships at Long Distance Challenge Poznań
ETU Championships at Long Distance Challenge Poznań
Long and lasting partnership
ETU and CHALLENGE FAMILY

• Successful partnership in delivering ETU European championships races.

• All our CHALLENGE FAMILY races take place under the ETU/ITU rules and regulations.

• Common objectives in delivering excellent championship races and supporting growth of the sport of triathlon.

Thank you for the partnership and we are looking forward to an excellent future.