

## A confirmation request regarding the official apparel sponsorship KNSB FILA-Sportconfex

Utrecht, May 25, 2017

To whom it may concern

### 1) The reason for choose FILA-Sportconfex Suits as official apparel Sponsor for KNSB.

- KNSB has chosen FILA-Sportconfex Suits as official apparel Sponsor since 2014; what is the main reason for this decision?

We, the KNSB, have a long-term relationship with Sportconfex. Prior to Fila and Sportconfex was already in partnership, there was another long-term partnership with a brand from Sweden, Craft.

The service provided by Sportconfex is very important for the KNSB, because all of the speedskating racing suits have a personal fit (customized). Sportconfex has a tremendous amount of databases of all the individual skaters with their size. The database include all the skaters from the Netherlands of course and all around the world.

- The speed skating suit is the most important item for the Netherlands Speed Skating and Short Track Skating athletes. What is the deciding factor?

The fit of the racing suit is really important for two reasons: First of all, the right fit gives a support for what overcomes the static muscle tension. Secondly, a speed skating suit that does not fit perfect has less aerodynamic efficiency which can result in 10% higher with resistance.

- The members of Netherlands national team are wearing different suits provided from their commercial team (Hunter, other brands) except for the international competitions. What is their opinion on that?

Sportconfex works really well together with all the Federations and University Labs such as Sport Universities, KNSB, National Olympic Committee (NOC\*NSF) in the Netherlands, to stay as a leader in developing and producing race suits for speed skating and short track speed skating.

FILA is in cooperation with Sportconfex for sponsoring two important commercial speed skating teams in The Netherlands: 1. Team Lotto-Jumbo NL (Sven Kramer)  
2. Team Justlease.nl (Ireen Wüst)

All the teams are independent and can decide what brand they want to wear in National competitions in the Netherlands. Other commercial teams can choose another brand/producer as it is up to them and it can change by who your sponsor is and for commercial reasons. When it comes to International competitions such as ISU World Cups, World Championships, all skaters from KNSB are obliged to wear racing suits produced by Sportconfex under the brand FILA and the skaters are allowed to have their sponsor/team logos on parts of the racing suits. Sportconfex takes care of the printing logos on the right places, within the ISU regulations.

It is a very complicated matter for us because in the Netherlands, every athlete who is a member of a commercial speed skating team can have (apart from the KNSB), have extra logo's from their commercial teams. This has to be printed on the race suits as well as on their presentation clothing (pants, jackets, t-shirts etc.).

- How do you think about the current situation happened in Korea? (the negotiation derailment between KSU - FILA & Sportconfex)

We do not understand why KSU will not make use of the experiences and expertise of Sportconfex. The KNSB agreed sharing the technology for the Olympic suits for Pyeongchang Winter Olympics for two reasons:

1. KNSB signed an agreement with KSU where they will share their knowledge in Speed Skating
2. KNSB will always prefer Sport Technical arguments (fastest speed suit). Commercial reasons are of less importances in the matter.

## 2) KNSB's appreciation of FILA & Sportconfex as an official apparel Sponsor.

- The provision and preparation between KNSB – FILA & Sportconfex before the Pyeongchang Winter Olympic 2018.

We appreciate the cooperation with Sportconfex and Fila because Sportconfex can do more researches and testing. This leads to better development with support from FILA in order to get the best racing suits for the Pyeongchang Winter Olympic again.

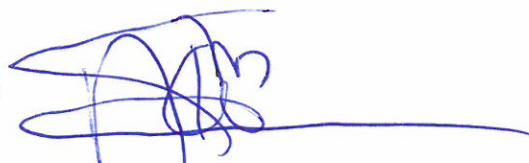
- How do you value FILA & Sportconfex as Apparel Sponsor during past three years?

The cooperation of FILA / Sportconfex works really well. It is very efficient to produce the whole clothing package for our National teams. We need to arrange all the logistics in a very short time, after the qualifications for ISU World Cups or ISU World Championships. All skaters are provided with racing suits and clothing package in their sizes and the different sponsor logos are printed at last minute. Sportconfex has been performed well for many years; beside the database of the all skaters, they have their own designers.

- Any opinion or satisfaction with FILA - Sportconfex from a viewpoint of KNSB team members?

The feedback we get from all the teammembers from different commercial teams is really positive. They are very satisfied with the service provided by Sportconfex. Therefore, we are looking forward to extend the current agreement between KNSB and FILA / Sportconfex.

Signature:



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