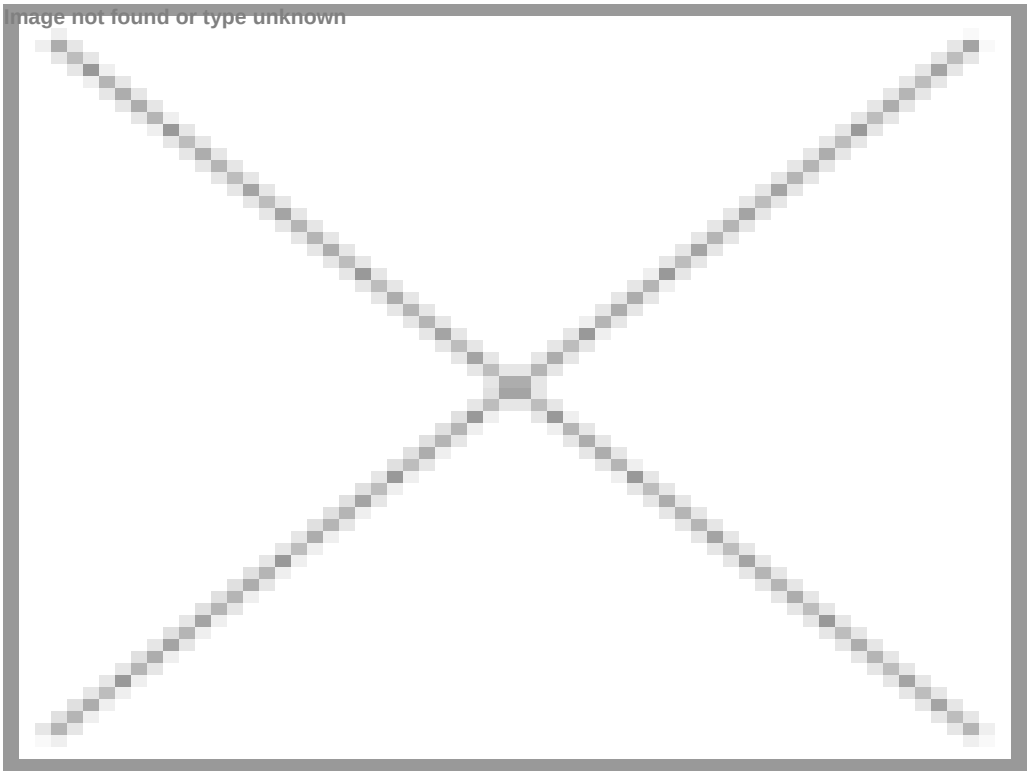
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UIPM SIGNS GLOBAL SPONSORSHIP AGREEMENT WITH XIANGXING GROUP

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- Multi-year agreement reached with luggage manufacturer
- Partnership underscores a shared commitment to innovation and quality
- Fostering global community engagement through sport a key feature

MONACO: December 6, 2024 – UIPM has signed a multi-year global sponsorship agreement with the luggage division of Xiangxing Group, a global leader in the luggage industry.

Xiangxing Group produces 100 million bags annually, exporting to 80+ countries across North and South America, Europe and Asia.

The sponsorship, encompassing the Los Angeles 2028 Olympic cycle, will bolster UIPM's ability to enhance visibility and grow Modern Pentathlon globally, with a focus on the shared values of innovation and sustainability.

It will ensure access to world-class resources and support, strengthening UIPM's commitment to athlete development and community engagement.

The collaboration highlights the role of quality products in empowering youth and encouraging active lifestyles. Xiangxing Group's products will feature prominently at UIPM events, enhancing brand visibility and creating unique engagement opportunities.

There will also be joint efforts to promote eco-friendly practices in sporting events and product use.

UIPM President Rob Stull OLY said: “The UIPM and Modern Pentathlon are entering a new era of growth and a key part of that is commercial development. Today’s announcement of a new sponsorship deal with Xiangxing Group is indicative of the exciting commercial potential of the sport.

“This global partnership will cover the 2025-2028 cycle and will enable both of these innovative organisations to grow, side by side, thanks to the mutual benefits of this kind of sponsorship.

“I’m certain this announcement will be followed in due course by many similar new partnerships, as the business world seizes the momentum and acknowledges the exciting future for our sport – which starts now.”

Xue Xingyuan, Xiangxing Group Chairman, said: “It is a great honour for Xiangxing Group to involved in the global community of UIPM, a widely influential International Federation. We are very excited and proud of our sponsorship.

“As a leader in the suitcase industry, Xiangxing has become a professional brand in this field for many years. As International Federation for the Olympic sport of Modern Pentathlon, UIPM is forging ahead in the development of Olympic spirit.

“This strong cooperation is undoubtedly a perfect combination of the advantages of both parties. We believe that through our joint efforts, we will be able to achieve a win-win future.

“Xiangxing group will provide UIPM with the best products and services, and help to promote and develop Modern Pentathlon worldwide. We look forward to continuously deepening the exchanges and cooperation, and jointly creating a better tomorrow.”

UIPM Secretary General Shiny Fang added: “It is a huge privilege for UIPM to be entering a partnership with Xiangxing Group, whose Chairman Mr Xue is one of China’s biggest charitable donors. He is a person with remarkable vision.

“In terms of market value, our sport is still operating at a relatively modest level, but with a high level of opportunity in the near and distant future. We appreciate that the Chairman of Xiangxing Group has seen the commercial potential and is supporting what we are trying to do to make our sport more accessible and inclusive for all global societies.

“We believe this partnership goes far beyond a purely commercial agreement, with many wider purposes that we can achieve through effective collaboration.”

About Xiangxing Group's Luggage Division:

- Xiangxing Group, founded in 1985, is a subsidiary of Hong Kong Donghui International Development Co., Ltd., with headquarters in Fuqing, China.
- Xiangxing's luggage division integrates research and development, design, production, and

sales, with 13 production factories and 161 production lines.

- Annual output of over 100 million bags, exporting to 80+ countries including North America, South America, Europe, and Asia.
- Proprietary brands like "SUISSEWIN," "GEM," "HIGHLAND," and "COTS," with a presence in China and international markets, including Switzerland, the United States, Italy, Japan, and Brazil.