

## **GB SNOWSPORT LIMITED (the “Company” or “GBS”)**

### **Minutes of a meeting of the Board of Directors of the Company held by video conference on 21 April 2023 at 8.30 a.m.**

#### **DIRECTORS PRESENT**

Rory Tapner (RT or Chairman)  
Martin Carr (MC)  
Juliet Foster (JF)  
Vicky Gosling (VG)  
Anna Lees Jones (ALJ)  
Dominic McGonigal (DM)  
Melinda Nicci (MN)  
Michael Oesterlin (MO)  
Scott Simon (SS)

#### **APOLOGIES**

Greg Bennett  
Dr Christian Ewald  
Richard Leman

#### **IN ATTENDANCE**

Upneet Thandi (UT)  
John Wade (JW)

### **1. OPENING OF MEETING AND MINUTES OF PREVIOUS BOARD MEETINGS**

It was resolved that RT be appointed chairman of the meeting and it was noted that a quorum was present in accordance with clause 6.9 of the Company’s Articles of Association. RT said that, as at previous meetings, he would take declarations of interests as being those who are employed by GBS (who should bear in mind any current conversations concerning the shape of the organisation) and those who are representing particular parts of the GBS operations, such as the disciplines, and the Home Nations. If any items are discussed for which a person feels he/she is conflicted, or should declare an interest, then they must specifically do so at that time and not rely just on the introductory statement. He said that the purpose of the meeting was to receive a presentation on the proposed commercial and marketing strategy and reminded everyone in attendance that matters discussed at the meeting were confidential.

### **2. COMMERCIAL AND MARKETING**

UT presented a commercial and marketing strategy to give GBS a higher profile brand that would seek to have more people engage with the Company, seek to attract and retain world class sponsors and partners with an aim of creating a financially self-sustainable and competitive organisation. The presentation covered key areas for revenue generation, the opportunities available to GBS and the need to build an active community of fans and ways in which it could be achieved.

UT acknowledged the current budgetary constraints at GBS but said there needed to be investment in the corporate infrastructure to enable the commercial and marketing team to build a presence to deliver the strategy; currently the allocated budget was insufficient to maintain the company’s existing market presence.

After discussion the strategy was agreed however it was decided that an appropriate budget could only be allocated when funds were available. It was noted that the current round of presentations being made to potential sponsors and supporters included a specific reference to the need to invest in our brand proposition.

**3. ANY OTHER BUSINESS**

There being no further business the meeting closed at 11:00 a.m.

Rory Tapner

27 July 2023

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**Chairman**