



7 April 2025

Dear Members,

As I write this letter in advance of the 2025 Annual General Meeting (AGM), we are drawing towards the end of another remarkable season for British ski and snowboard athletes, and looking forward to the Milan-Cortina Olympic and Paralympic Winter Games in less than twelve months' time.

This year has been a critical time for GB Snowsport and the athletes we represent, and I am heartened – as I'm sure you all are as well – at the remarkable continued achievements of British skiers and snowboarders, as well as at the positive strides that we have made as a business over the past twelve months.

The past twelve months has once again seen records broken and history made by our athletes, with some incredible performances and astonishing consistency throughout the season. Among the very many highlights from the past year, Mia Brookes has had perhaps the greatest ever season by a British freestyle athlete, securing the Big Air and Overall Crystal Globes; Zoe Atkin continued her excellence in the Halfpipe with a share of the Crystal Globe; Kirsty Muir not only made a successful return from injury, but also took her first ever World Cup victory in Tignes in Slopestyle; our Alpine athletes have delivered at every level, from Dave Ryding's best British World Championships result since the 1940s to some of the best Junior World Championships performances in decades; Neil Simpson returned to the World Cup podium in Para Alpine; Mateo Jeannesson recorded Britain's best ever Moguls World Championships result just last month; Scott Meenagh finished third in the Para Biathlon World Cup rankings; Charlotte Bankes continued to scoop up World Cup podiums in Snowboard Cross; and, Jaz Taylor's Crystal Globe defence saw her return time and time again to the Telemark podium.

As chair of the board, I am enormously proud of the efforts and achievements of all of our athletes, and I would like to place on record my thanks and admiration for the athletes, their coaches, support teams, backers, families, and of course the executive that works tirelessly to support the machinery of our programmes and support functions.

Across the business and away from snow, we have very many reasons to feel hugely encouraged too. There has been real progress in our commercial partnerships portfolio, which has been critical in enabling the achievements outlined above, alongside the continued support of UK Sport and the National Lottery, as well as the Alpine Foundation, and a host of individual and private sponsors and supporters that work directly with individual athletes at every level of the sport.

I am also proud to say that we have completed, with the support of UK Sport, GB Snowsport's first ever carbon footprint analysis, which will be an important building block in advancing our ambitions in environmental sustainability, and which demonstrates real progress made on a commitment voiced in last year's letter to members.

It is my duty to sincerely thank every member of our board for their commitments and contributions to our successes over the past year, and to particularly note the contributions made by our sole departing board member in this past year, Mel Nicci, whose input to the organisation's direction and progress was highly valued and is greatly missed. I am excited, though, that we have welcomed Helen Oldfield to the board this year as an independent Director, whose expertise is already being felt, and whose appointment we request the membership to ratify at the coming AGM.

As a board, we remain conscious of the continuing economic challenges facing our sport, and we continue to work tirelessly with a range of public and private sector partners to provide greater fiscal stability now and in the years to come.

For matters concerning the AGM, the board has decided to continue with the format that allows attendance at the AGM either physically or by video call. To ensure members gain access to the meeting, we ask those of you wishing to attend by either means to email cosec@gbsnowsport.com no later than ten days before the date of the meeting.

If anyone wishes to submit questions in advance of the AGM, they can do so by emailing cosec@gbsnowpsort.com and we will do our best to raise those questions at the meeting.

There are three resolutions to be voted on at the meeting:

1. To receive and adopt the accounts for the year ended 30 September 2024. The accounts are available on the Company's website www.gbsnowsport.com from the date of this letter
2. To reappoint Crowe LLP as the Company's auditors until the conclusion of the next annual general meeting of the Company at which accounts are laid before the members
3. To ratify the appointment of Helen Oldfield as an Independent Director on 1 May 2024 for the period to the AGM in 2029

Thank you for your continued support.

Yours faithfully

Jason Cobbold
Chair