
EURO HOCKEY APPOINTS SHARE LOGISTICS AS OFFICIAL SUPPLY CHAIN PARTNER

Brussels, Belgium, February 1st, 2024: EuroHockey, the governing body for field hockey in Europe, is pleased to announce its official partnership with Share Logistics, a global supply chain services provider. The partnership aims to further enhance the supply chains related to EuroHockey's competitions.

"We are very proud of this partnership," says Jokko de Wit, Commercial Manager of EuroHockey. "With the support of Share Logistics, we will be able to centrally review, manage, and optimize the flow of all the goods to and from our competitions. This will both enhance the reliability and carbon footprint of our supply chains. Furthermore, we are able to tap into Share Logistics' knowledge and network in the event industry to generate more business opportunities, enhance our fan experience, and create more sustainable concepts (for our competitions)."

EuroHockey organizes over 40 competitions per year for its member National Associations, and their respective clubs. In this fast-changing world, EuroHockey is continuously looking for ways to elevate these competitions in a sustainable manner. A first example thereto has already been successfully concluded. In the past, EuroHockey gave its umpires a new shirt for all the competitions they were nominated for. Now, EuroHockey produced 1,500 shirts sponsored by its partners Share Logistics, Daka and AAA-LUX. The shirts are stored in a (carbon-neutral) warehouse of Share Logistics, and shipped (via the company's electric vans) to the competitions when the umpires have their first appearance, with the request to reuse them for subsequent events. This means a significant reduction in the number of needed shirts, and a lower CO2 footprint related to the respective supply chain.

For the future, EuroHockey is looking forward to implementing more initiatives like this together with Share Logistics, which specializes in developing custom supply chain solutions for organizations across the sports industry.

Commenting on the collaboration, Share Logistics Group CEO Tristan Bierenbroodspot said, *"We are excited about the opportunity to contribute to the long-term success of EuroHockey and, with that, the popularity and growth of the wider sport. By combining the innovative vision that EuroHockey has for the future of its competitions, with our expertise in managing supply chains for best-in-class sports events, I'm certain we will create unique and sustainable concepts that will benefit players, fans, suppliers, sponsors and local communities alike."*

EuroHockey and Share Logistics will collaborate with other EuroHockey partners to realize their strategic objectives. *"This strategic partnership echoes EuroHockey's commitment to growing the game of hockey, and doing so in the most sustainable way possible. We want to set the right example, not only for our sport but for the wider sports community,"* concludes de Wit.

Notes to Editors:

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About the European Hockey Federation (EuroHockey):

EuroHockey is the continental governing body for the sport of hockey in Europe. Founded in 1958, EuroHockey today has 42-member National Associations. For more information, visit eurohockey.org

About Share Logistics

Share Logistics is a global supply chain services provider. The company supports customers in the design, management and execution of their global (and/or local) supply chains. Through its highly specialized and dedicated staff, supported by cutting-edge technology, Share Logistics provides innovative and seamlessly integrated solutions for a wide range of major industries. One of these is the events industry, where Share Logistics serves customers in the market segments of entertainment (e.g., live music, theater, art, etc.), sports (including e-sports), broadcasting, trade fairs and exhibitions, and special events. Share Logistics is part of Groupe BBL, a global group of supply chain services companies that employs (collectively) over 2,000 specialized staff worldwide. For more information, visit www.sharelogistics.com

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