



Nordic



Dressage



NORDIC DRESSAGE



## Nordic Dressage

Nordic Dressage is a group of extremely experienced Equestrian professionals that has joined forces to create a "boutique" dressage business.

The idea to create a new company purely focusing on developing dressage horses had been developed independently by the partners for many years, it all came together during the competition Wilhelmsborg in Denmark in June 2019.

Dressage on the highest level is not a hobby it's a profession. A profession that demands full focus and a touch of perfection, in combination with experience, knowledge, passion for the sport and last but not least the passion for the horses.

It is said that no rider is better than hers or his horse, we strongly believe this to be true, ND's ultimate goal is to develop and deliver top dressage horses on a global perspective.

By combining the experience and skillset of the Nordic Dressage team, we believe that we have created a winning formula to deliver on the goals set.

## Corporate Structure

Nordic Dressage is a Swedish Company registered in Sweden. The company structure consists of the main company Nordic Dressage AB, owning and developing the horses. ND trading a trading company that buys and sells the horses as well as the product lines of ND.

Nordic Dressage combines business and sportsmanship to create the most efficient and profitable unit in its line of business. Yet keeping the risks of owning a horse at a moderate level.

In today's world the typical case is to purchase horses at the age of 3 to 5 years old and develop them further to eventually reach the GP level and eventually sold.

Dressage Horses at the top level are animals and at the same time top athletes. A small injury can delay the process of developing the horse or in the worst case destroy the horse's possibilities to develop further.

Nordic Dressage's business model takes all of this into consideration and bases its business model on the historical performance of each of the team members. The team has a combined experience of more than 100 years of developing, breeding and trading Dressage horses.





### **Horses in development Base case**

ND offer top level Dressage horses for the global markets; the horses are brought into training at a relatively young age and developed by the skilled riders of ND. When the horses reach a certain level of maturity, they are offered for sale through the global sales network of ND.

### **Horses in training joint ownership program**

Certain owners are from time to time interested in developing horses further. ND offers a joint ownership program for these owners. ND becomes a part owner in the horse and manages the development and sales process of the horses.

### **Trading of horses, ND Trading AB**

Nordic training AB is the trading arm of Nordic Dressage, ND trading AB is specialised in buying and selling dressage horses. The horses for sale are regularly listed on the company's website.





## Team Nordic Dressage

### Minna Telde

Minna Telde, is one of Sweden's most professional and merited dressage rider, Minna has competed internationally since 1999 when she took a Bronze medal at Young horse World Championships in Arnhem. Minna has been part of the Swedish dressage team since 2004. She has participated in two Olympics, Athens 2004 and London 2012. She has been in several European Championships and World Equestrian Games and World Cup finals with different horses.

Minna has trained and competed quite many young horses to the national young horse championships nationally and internationally. Minna has trained several stallions thru the stallion tests to be approved.

Minna has trained over 14 horses from young horse to be successful Grand Prix horses. Minna and her team run their training and competition stable in Veberöd South of Sweden.

The Swedish base situated at Stuteri Nr 1, consists of a full size indoors riding arena 60 x 20 meters, a full scale outdoors arena, plenty of paddocks of different sizes and up to 30 boxes. The hay is delivered from the farms own premises.

Stuteri Nr 1, currently employees a very professional team of 5 employees riding and taking care of the horses.





Ole\_9.JPG

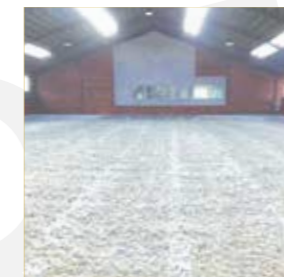
## Team Nordic Dressage

### Ole Hummelshøj

Ole Hummelshøj is an international Grand Prix rider and an educated berider (riding master). Today, Ole is chief in Grindsted, where he has both a berider employed and many trainees. Additionally, he works with his wife Laila Wittendorf.

For more than 20 years, he has educated riders, of which many today are international Grand Prix riders. In several breeding unions, both in foreign and domestic, Ole is known as an exceedingly skilled and competent test rider and in Denmark, one of the most acknowledged Young Horse Championship judges in dressage. Today he is part of both the dressage selection and championship selection for DRF (Danish Riding Union).

For many years Ole has sold dressage horses that have appeared on dressage courses all throughout the world. Ole grew up with breeding at the absolute top level and has bred several top dressage horses.





## Team Nordic Dressage

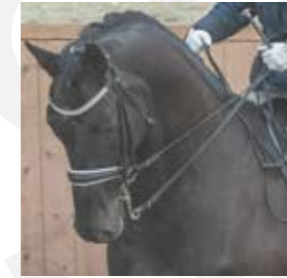
### Laila Wittendorff

Laila Wittendorff, an international Grand Prix rider, is a part of the daily course at Grindsted together with her husband Ole Hummelshøj.

She has participated in numerous Young Horse Championship events and has extensive experience educating young horses and graduating horses to the grand prix level. She has won everything from Young Horse Championship classes to Grand Prix.

At the moment, she is competing with her own Grand Prix horse Elvis, who she has educated herself and owned since he was a colt.

As of today, she has several horses coming up for Grand Prix.





## Team Nordic Dressage

### Ulrik Stadelhofer

Ulrik Stadelhofer spearheads the team when it comes to sale and purchase of horses. He has a unique network within purchase and sale of exclusive dressage horses and has sold horses that today are in the forefront of both international and national sport.

He has been CEO for more than 30 years, most recently in the feed company Nobel. Throughout his work he has obtained extensive experience with the feeding and management of sport horses on an absolute top level.

Ulrik has worked with horses all his life and has bred dressage horses for more than 30 years. He has bred many horses that display a prominent figure in the sport internationally and nationally. He has, among others, bred an approved stallion and in 2018: Zancor, the winner of the Danish Warmblood Young Horse Championship in Herning, who today is being educated in a collaboration between Minna Telde and Ole Hummelshøj.





## Team Nordic Dressage

The actual development of the horses will be equally divided between Denmark and Sweden. The existing premises of the founding partners are used as training grounds for the horses.

This creates an unique presence in the heart of the Scandinavian horse area being Denmark and Skåne in Sweden.







Nordic



Dressage



NORDIC DRESSAGE

Nordic Dressage AB  
Sweden: Minna  
+46 73 145 25 25  
minna@nordicdressage.com  
Denmark: Ulrik  
+45 40 555 666  
ulrik@nordicdressage.com