



**STOCKHOLMIA2019**

29 MAY-2 JUNE

---

**THE INTERNATIONAL CELEBRATION  
OF THE 150TH ANNIVERSARY OF THE  
ROYAL PHILATELIC SOCIETY LONDON**

---

# **FINAL STATEMENTS AND REPORT**

**Jonas Hällström RDP FRPSL**

Exhibition Manager  
CEO World Philatelic Exhibition 2019 AB


This report is approved by the World Philatelic Exhibition 2019 AB (WPE 2019 AB) Board of Directors.

# PROJECT DIRECTIVE

## MUTUALLY AGREED RPSL & WPE 2019 AB

STOCKHOLMIA 2019  
International Celebration of the 150<sup>th</sup> Anniversary  
of the Royal Philatelic Society London  
Project Directive version 1.0

The Royal Philatelic Society London




**PROJECT DIRECTIVE**

Version 1.0

Approved by the Council of the Royal Philatelic Society London on the 21<sup>st</sup> October 2015

Assigned Organiser  
World Philatelic Exhibition 2019 AB (Sweden)

Exhibition Manager  
Jonas Hallström  
Tel: +46 734 37 39 65  
E-mail: j.hallstrom@telia.com



**STOCKHOLMIA 2019**  
The International Celebration of the 150<sup>th</sup> Anniversary  
of the Royal Philatelic Society London

This Project Directive was approved by the Royal Philatelic Society London (the "Society") at a Council Meeting on 21/10/2015. It will be revised following the development of the project planning of the exhibition.

The Project Directive is the agreement between the Society and the exhibition management of STOCKHOLMIA 2019 - The International Celebration of the 150<sup>th</sup> Anniversary of the Royal Philatelic Society London.

**REVISION LOG**

Version	Date	Changes
1.0	21/10 2015	Project Directive approved by the RPSL Council.

1 (5)

STOCKHOLMIA 2019  
International Celebration of the 150<sup>th</sup> Anniversary  
of the Royal Philatelic Society London  
Project Directive version 1.0

1. INTRODUCTION  
The Royal Philatelic Society London (RPSL) is celebrating its 150<sup>th</sup> anniversary in the year 2019.

2. SCOPE  
The only or most conspicuous London Philatelic Society Ltd. World Exhibition 2019, Sweden, is

3. PHILATELIC  
The exhibition from 2019 onwards is for

4. MANAGEMENT  
The exhibition will be managed by the following:

- Exhibitor
- Curator
- Provider
- RPSL Ltd.

5. GOVERNANCE & MANAGEMENT MODEL

STOCKHOLMIA 2019  
International Celebration of the 150<sup>th</sup> Anniversary  
of the Royal Philatelic Society London  
Project Directive version 1.0

STOCKHOLMIA 2019  
International Celebration of the 150<sup>th</sup> Anniversary  
of the Royal Philatelic Society London  
Project Directive version 1.0

6. RPSL  
The RPSL design Society Office

7. A  
The RPSL will be managed by the RPSL Ltd. It is a new RPSL Ltd.

STOCKHOLMIA 2019  
International Celebration of the 150<sup>th</sup> Anniversary  
of the Royal Philatelic Society London  
Project Directive version 1.0

8. VISION  
The aim of the exhibition is to celebrate the 150<sup>th</sup> anniversary of the RPSL and to showcase the world's philatelic heritage.

9. EXHIBITION  
The exhibition will be held in Stockholm, Sweden, from 2019 onwards. It will be a new exhibition.

10. GOVERNANCE & MANAGEMENT MODEL  
The exhibition will be managed by the following:

- ✓ Curator
- ✓ Exhibitor
- ✓ Provider
- ✓ RPSL Ltd.

11. FINANCING  
The exhibition will be financed by the following:

- ✓ RPSL Ltd.
- ✓ World Philatelic Exhibition 2019 AB
- ✓ Curator
- ✓ Exhibitor
- ✓ Provider
- ✓ RPSL Ltd.

12. LEGAL  
The exhibition will be managed by the following:

- ✓ Curator
- ✓ Exhibitor
- ✓ Provider
- ✓ RPSL Ltd.

13. CONTACT  
The exhibition will be managed by the following:

- ✓ Curator
- ✓ Exhibitor
- ✓ Provider
- ✓ RPSL Ltd.

STOCKHOLMIA 2019  
International Celebration of the 150<sup>th</sup> Anniversary  
of the Royal Philatelic Society London  
Project Directive version 1.0

London, 11 October 2015  
The Royal Philatelic Society London  
Chris King, Chairman  
On behalf of the Royal Philatelic Society London



Stockholm, 11 October 2015  
World Philatelic Exhibition 2019-AB  
Jonas Hallström  
Exhibition Manager  
Jan Berg  
Co-ordinator General

1 (5)

# WPE 2019 AB ASSIGNED TASK

STOCKHOLMIA 2019  
International Celebration of the 150<sup>th</sup> Anniversary  
of the Royal Philatelic Society London  
Project Directive version 1.0

The Royal Philatelic Society London

**7. ASSIGNED TASK**  
The Royal Philatelic Society London assigns World Philatelic Exhibition 2019 AB to organise STOCKHOLMIA 2019.

The Society, its officers and its overseas representatives undertake to promote and publicise the exhibition without any financial risk taken by the Royal Philatelic Society London.

If World Philatelic Exhibition 2019 AB makes any financial profit from STOCKHOLMIA 2019, it will be solely for the benefit of the Royal Philatelic Society London.

VERSION	DATE	REVISIONS
1.0	21/10 2015	Project Directive approved by the RPSL Council.

1 (5)

STOCKHOLMIA 2019  
International Celebration of the 150<sup>th</sup> Anniversary  
of the Royal Philatelic Society London  
Project Directive version 1.0

1. INTRODUCTION  
The Royal Philatelic Society London celebrates its 150<sup>th</sup> anniversary in the year 2015.

2. SCOPE  
The only or nearest appropriate auspicious London Philatelic Society Ltd. World Philatelic Exhibition, World Philatelic Society, London, Sweden, etc.

3. PHILATELIC  
The exhibition from the Royal Philatelic Society London.

4. MANAGEMENT  
The exhibition will be managed by the Royal Philatelic Society London.

5. GOVERNANCE & MANAGEMENT MODEL

6. RPSL  
The Royal Philatelic Society London Office

7. ASSIGNMENT  
The exhibition will be assigned to the World Philatelic Exhibition 2019 AB.

8. FINANCIAL  
It is the policy of the Royal Philatelic Society London to ensure that the exhibition is self-financing.

STOCKHOLMIA 2019  
International Celebration of the 150<sup>th</sup> Anniversary  
of the Royal Philatelic Society London  
Project Directive version 1.0

8. VISION  
The aim of the exhibition is to celebrate the 150<sup>th</sup> anniversary of the Royal Philatelic Society London and to promote the hobby of philately.

9. EXHIBITION  
The exhibition will be held in Stockholm, Sweden, in 2015.

10. ORGANISATION  
The exhibition will be organised by the World Philatelic Exhibition 2019 AB.

11. FINANCIAL  
The exhibition will be self-financing.

12. LEGAL  
The exhibition will be governed by the laws of Sweden.

13. MARKETING  
The exhibition will be promoted through various channels.

14. EVALUATION  
The exhibition will be evaluated at the end of the event.

STOCKHOLMIA 2019  
International Celebration of the 150<sup>th</sup> Anniversary  
of the Royal Philatelic Society London  
Project Directive version 1.0

London, 11/11/2015  
The Royal Philatelic Society London  
Chris King, Chairman  
On behalf of the Royal Philatelic Society London

Stockholm, 11/11/2015  
World Philatelic Exhibition 2019-AB  
Jonas Hallström  
Exhibition Manager  
Jan Berg  
Co-ordinator General

# CONTENT

Success Factors for the Execution of the Exhibition

Success Criteria

- Visitors
- The Royal Governance
- Patrons
- The Philatelic Partnership
- Marketing Campaign
- Exhibition Design & Performance
- The Philatelic Program
- The Social Events
- The Jury
- The Exhibition Medal
- STOCKHOLMIA Publications
- Numerous Volunteers
- Extensive Feedback

Patronship Contributions

Budget Performance

- Downsides
- Upsides

Profit Proceeds to the RPSL

The Exhibition Management Medal

Proceeds to the RPSL

Company Confidential

Company Confidential

Company Confidential



## **SUCCESS FACTORS "EXHIBITION EXECUTION"**

- ❑ The **Exhibition Plan (2.6)**, its **Appendices**, and the **Concepts** for the exhibition operations, defined the structure which at the end became the overall success factor.
  
- ❑ **Exhibition Operations** were executed as sub-projects:
  - Marketing and Sales
  - Philatelic Exhibitions
  - Trade Stand Holders
  - Exhibition Logistics
  - Exhibition Program Activities
  - Security Operations
  
- ❑ **Outsourcing to Professional Partnerships**
  - Destination Management
  - Conference Organisation
  - Exhibition Design, Development and Built
  - Execution of Security Operations

# SUCCESS CRITERION VISITORS

## Day by Day

Tuesday 28 May	1 471
Wednesday 29 May	1 456
Thursday 30 May	1 425
Friday 31 May	1 349
Saturday 1 June	1 252
Sunday 2 June	879

**7 832**

## Paid Admissions

Vernissage Tickets	170
Single Day Passes	1 878
Exhibition Day Passes	635

**2 683**



The international width of our hobby was truly reflected through more than 50 different nationalities registered as visitors to the exhibition: Argentina, Australia, Austria, Belgium, Bermuda, Brazil, Bulgaria, Canada, China including Hong Kong, Colombia, Croatia, Czech Republic, Denmark, Egypt, El Salvador, Estonia, Finland, France, Germany, Hungary, India, Israel, Italy, Japan, Luxembourg, Malta, Mexico, Monaco, the Netherlands, New Zealand, Nigeria, Norway, Pakistan, Poland, Portugal, Puerto Rico, Romania, Russia, Saint Pierre and Miquelon, Saudi Arabia, Singapore, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, the UK, the United States and Uruguay.

# SUCCESS CRITERIONS THE ROYAL GOVERNANCE



BUCKINGHAM PALACE

Jonas Hallstrom,  
Tomtebogatan 1A  
SE-113 39 STOCKHOLM  
SWEDEN

Monday 17<sup>th</sup> June 2019

Dear Jonas,

On behalf of Her Majesty the Queen, I am writing to thank you for your untiring help and support given to the Royal Philatelic Collection throughout the preparation and execution of Stockholm 2019.

The undoubted success of the Exhibition reflected your excellent management of the project, with your far sighted "plan" and attention to detail. It is one we will remember for many years to come.

Would you please express our gratitude to all those members of your team for their friendship and commitment.

It has been a privilege to work with you and I look forward to meeting with you in the near future.

Yours sincerely

A handwritten signature in blue ink that reads 'Rod'.

Rod Vousden

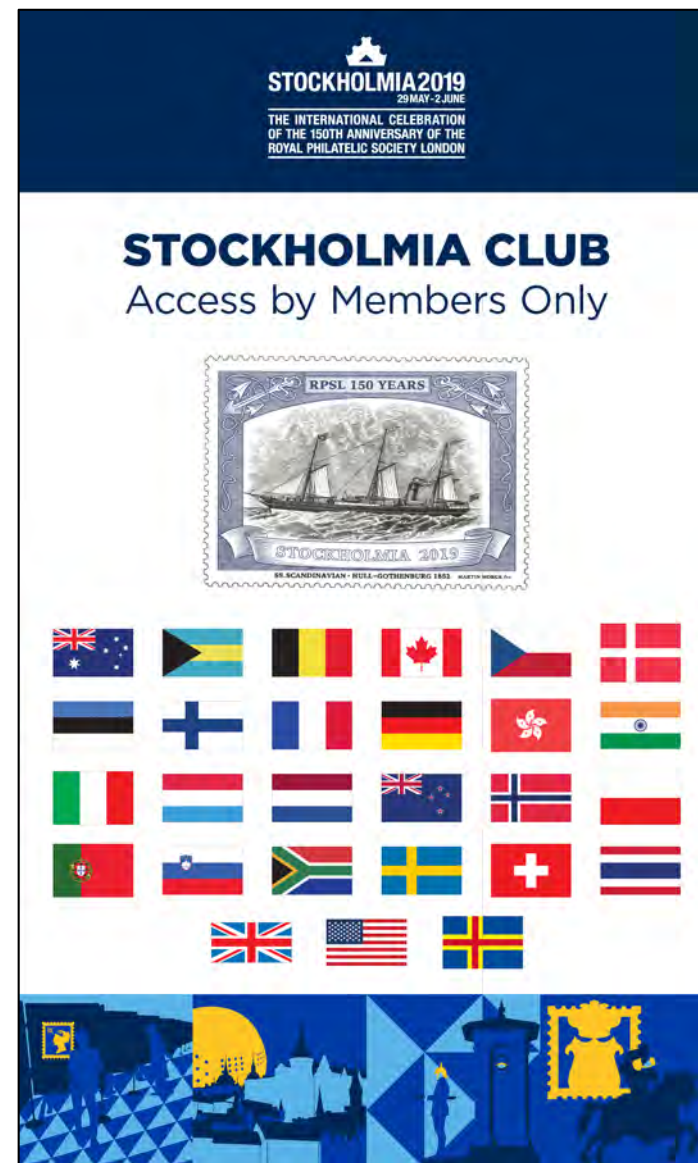
Acting Keeper, Royal Philatelic Collection

# SUCCESS CRITERIONS PATRONS

LEADERSHIP PATRONS	34
GOLD PATRONS	83
PATRONS	73
SUPPORTERS	51
	<b>241</b>

Australia	6	Luxemburg	1
Bahamas	1	Netherlands	2
Belgium	6	New Zealand	1
Canada	3	Norway	5
Czech Republic	4	Poland	2
Denmark	2	Portugal	2
Estonia	1	Slovenia	1
Finland	1	South Africa	3
France	3	Sweden	51
Germany	24	Switzerland	10
Hong Kong	5	Thailand	1
India	2	United Kingdom	36
Italy	5	USA	61
Japan	1	Åland Islands	1

**241**





# SUCCESS CRITERIONS THE PHILATELIC PARTNERSHIP



**H.R. HARMER**  
EST · 1940  
FINE STAMP AUCTIONS



  
**HEINRICH KÖHLER**  
*Germany's Oldest Stamp Auction House*



  
**JOHN BULL**  
AUCTIONS, SINCE 1977  
布約翰拍賣

# SUCCESS CRITERIONS MARKETING CAMPAIGN

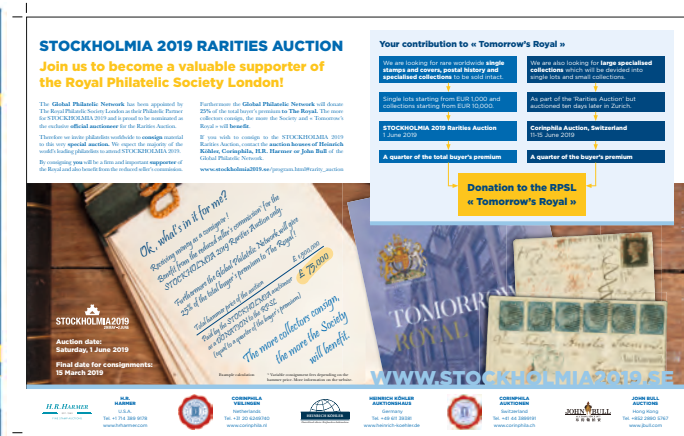
## □ Target Group 1 RPSL Members

- Advertising and Information in The London Philatelist
- President's and Independent Newsletters
- 346 members signed the Members' Book in Stockholm



## □ Target Group 2 International Philatelists

- Philatelic Partnership with The Global Philatelic Network
- Extensive pre-exhibition advertising (anonymously sponsored by the one and same Patron)



# SUCCESS CRITERIONS MARKETING CAMPAIGN

## ❑ Target Group 3

### Philatelists in Sweden

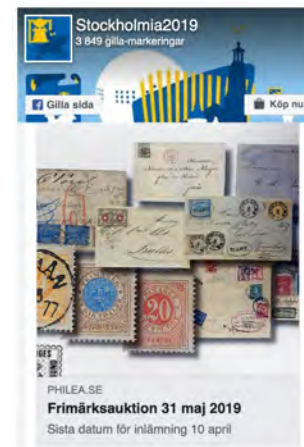
- National Partnership with The Swedish Philatelic Federation
- Advertising in Svensk Filatelistisk Tidskrift 2017-2019



## ❑ Target Group 4

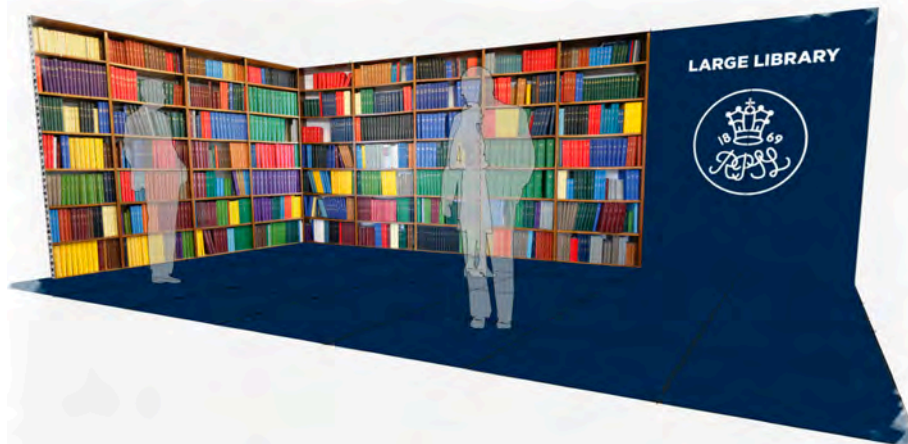
### Public

- Social Media Campaign Facebook
- On Site Advertising in Stockholm by KulturReklam
- Newspaper Advertising
  - Dagens Industri
    - DI Digital
    - ¼ Pages (5)
    - ½ Pages (2)
    - 1/1 Pages (2)
  - Dagens Nyheter
    - 1/1 Pages (4)



# SUCCESS CRITERIONS

## EXHIBITION DESIGN & PERFORMANCE



# SUCCESS CRITERIONS THE PHILATELIC PROGRAM

## □ 183 events

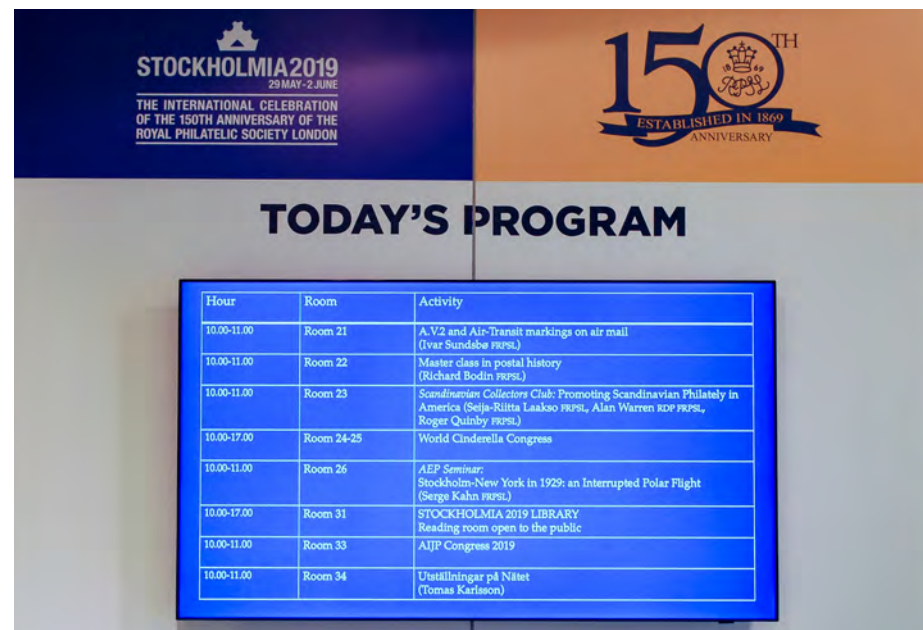
- Congresses
- Meetings
- Master Classes
- Current Trends Sessions
- Lectures
- Book Presentations

## □ 161 different speakers

- 12 RDPs
- 74 Fellows of the RPSL
- 30 Speakers gave two or more presentations
- The busiest day during the exhibition was Thursday 30 May (46 events).
- At the peak there were as many as 9 parallel sessions

## □ Attendance was generally very good

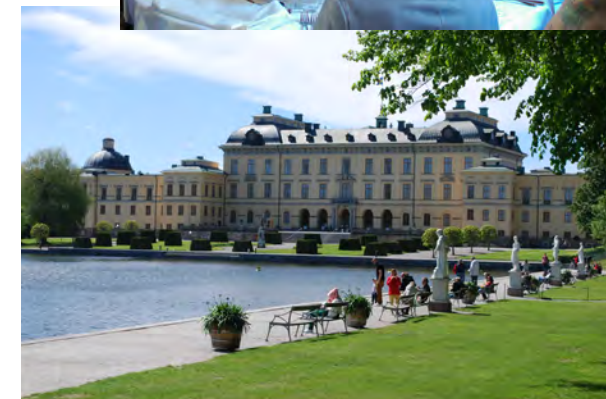
- The most popular events were the Master Classes
- Most of the Current Trends Sessions also had rooms full of attendees



Hour	Room	Activity
10.00-11.00	Room 21	A.V2 and Air-Transit markings on air mail (Ivar Sundstam FRSI)
10.00-11.00	Room 22	Master class in postal history (Richard Bodin FRSI)
10.00-11.00	Room 23	Scandinavian Collectors Club: Promoting Scandinavian Philately in America (Seija-Riitta Laakso FRSI, Alan Warren RDP FRSI, Roger Quinby FRSI)
10.00-17.00	Room 24-25	World Cinderella Congress
10.00-11.00	Room 26	AEP Seminar: Stockholm-New York in 1929: an Interrupted Polar Flight (Serge Kahn FRSI)
10.00-17.00	Room 31	STOCKHOLMIA 2019 LIBRARY Reading room open to the public
10.00-11.00	Room 33	AJJP Congress 2019
10.00-11.00	Room 34	Utställningar på Nätet (Tomas Karlsson)

# SUCCESS CRITERIONS THE SOCIAL EVENTS

- ❑ 28 May Vernissage
  - 1 471 visitors
- ❑ 29 May STOCKHOLMIA CLUB Dinner
  - Winterviken 405 guests
- ❑ 31 May Excursion to Drottningholm Palace
  - Two full cruising ships (340 guests)
- ❑ 31 May RDP Ceremony
  - Hall of Mirrors at the Grand Hôtel
  - 44 RDPs attended - the largest gathering ever
- ❑ 1 June STOCKHOLMIA BANQUET
  - Vasa Museum 700 guests



# SUCCESS CRITERIONS

## THE JURY

- ❑ 28 Judges
  - 14 different nationalities
- ❑ The Jury Process
  - Selection
  - Information and Advertising
  - Preparations
  - Execution
  - Jury Feedback to Exhibitors
- ❑ The Result



	TR	PH	PS	REV	AER	TH	OP	PP	LIT	
<b>LARGE GOLD</b>	23	32	3		2	5			5	<b>70</b>
<b>GOLD</b>	28	39	4	1	2	2	1	1	18	<b>96</b>
<b>LARGE VERMEIL</b>	19	31	6	1	7	5	6		21	<b>96</b>
<b>VERMEIL</b>	15	15	2	2	1	3	1	2	28	<b>69</b>
<b>LARGE SILVER</b>	3	6			2	3	5		17	<b>36</b>
<b>SILVER</b>		2			1	1	3		8	<b>15</b>
<b>SILVER BRONZE</b>	1	1								<b>2</b>
<b>BRONZE</b>							1		1	<b>2</b>
<b>CERTIFICATE</b>						1				<b>1</b>
	<b>89</b>	<b>126</b>	<b>15</b>	<b>4</b>	<b>15</b>	<b>20</b>	<b>17</b>	<b>3</b>	<b>98</b>	<b>387</b>

## SUCCESS CRITERIONS THE EXHIBITION MEDAL



*The unique STOCKHOLMIA medal (edition 375) in classic format and presentation, styled with two front faces, tracing the two countries' equal importance by depicting the world's most recognized stamps in stylized design.*

Sebastian Schildt



# SUCCESS CRITERIONS STOCKHOLMIA PUBLICATIONS

## □ Bulletins

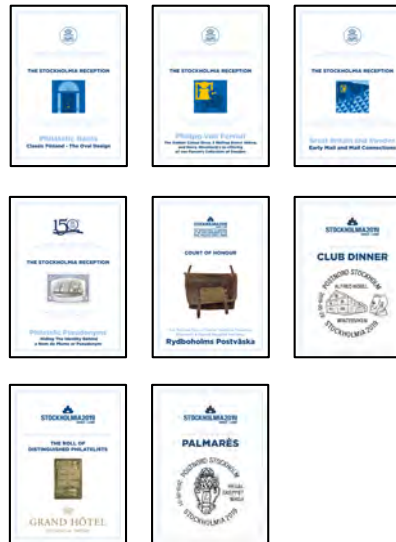
- #1 (April 2017)
- #2 (August 2018)



edition 3,000  
edition 4,000

## □ Handouts Series

- #1 (25 May 2017)
- #2 (1 December 2018)
- #3 (16 February 2018)
- #4 (31 August 2018)
- #5 (28 May)
- #6 (29 May)
- #7 (31 May)
- #8 (1 June)



edition 300  
edition 400  
edition 400  
edition 125  
edition 500  
edition 500  
edition 250  
edition 1,200

## □ Special Handouts

- 11 April 2019 *Handout for the Presentation of the Exhibition Catalogues*
- 28 May 2019 *Exhibition Information and Program*



edition 800  
edition 8,000

# SUCCESS CRITERIONS STOCKHOLMIA PUBLICATIONS

## □ The Exhibition Catalogues

- Volume 1 Softbound
- Volume 2 Softbound
- Hardbound Sets Vol 1+2

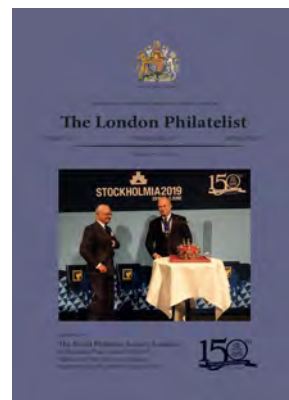


edition 2,700  
edition 1,200  
edition 300

## □ The London Philatelist Special Editions

- #1 Stockholm Print 31 May 2019  
London Print (Pardy)
- #2 Stockholm Print 2 June 2019  
London Print (Pardy)
- #3 One Printing Only (Pardy)

edition 2,500  
edition 2,500  
edition 1,000  
edition 2,500  
edition 2,500



# SUCCESS CRITERIONS NUMEROUS VOLUNTEERS



Alexander Haimann  
Alexandru Bartoc  
Anders Bock  
Anders Fridell  
Anders Fridén  
Anders Johansson  
Anders Olason  
André Schneider  
Andres Schlichter  
Andrew Cheung  
Ann Tilly  
Anssi Herttuaala  
Ari Muhonen  
Arne O. Olsson  
Azlam Zahir Mohammed  
Barrie Wright  
Ben Stoner  
Bengt Bengtsson  
Bengt Hällström  
Bernard Furnon  
Bernt Edlund  
Bert Lundberg  
Bertil Björklund

Bertil Eriksson  
Bertil Lundin  
Bill Headley  
Birthe King  
Björn Lagergren  
Björn Larsson  
Bo Dahlner  
Bo Jonsson  
Bo Lundquist  
Bo Schylander  
Brenda Taube  
Brian Trotter  
Britt Lilja  
Cajsa Ojakangas  
Carina Löfström  
Caroline Knies  
Charles Verge  
Chris Green  
Chris King  
Christer Brunström  
Christer Mårtensson  
Christer Samson  
Christer Warfvinge

Christina Trotter  
Christopher G. Harman  
Claes Axelsson  
Claes Forshell  
Colin Hoffman  
Damian Läge  
Dane Garrod  
Danforth Walker  
Dieter Michelson  
Einar Nagel  
Eivind Lund  
Elisabeth Lagergren  
Elizabeth Hisey  
Enrico Baldiari  
Enrique Lewowicz  
Erik Hamberg  
Erkki Salotaipale  
Frank Walton  
Fredrik Ydell  
Gary Brown  
Geoff Hanney  
Gert Fredriksson  
Gudula Uebber

Gunnar Dahlstrand  
Gunnar Lithén  
Gustaf Ankarcrona  
Göran Persson  
Hallvard Slettebö  
Hans Magnusson  
Hans von Euler  
Hans-Ove Aldenbrink  
Hans-Uno Hansson  
Henrik Mouritsen  
Henrik Wikström  
Henry Spovin  
Herwig Kussing  
Hugh Osborne  
Håkan Andersson  
Håkan Hallerdal  
Ian Harvey  
Irina Kan  
Ivar Horst  
Jan Öqvist  
Jaan Roots  
Jack Thompson  
James P. Gough  
Jan Berg  
Jan Lundqvist  
Jan Ottosson  
Jan-Olof Ljungh  
Jan-Ove Brandt  
Jane Moubray  
Jason Webber  
Jenny Stock  
Joachim Maas  
Johan Blomster  
John Fritz  
Jonas Hällström  
Juha Vilppunen  
Jukka Mäkinen  
Julije Maras  
Justin Gould  
Kaïdo Andres  
Karl Louis  
Kathryn J. Johnson  
Kent Karlsson  
Kjell Eriksson  
Geoff Nilson  
Koichi Sato  
Kristen Hedberg  
Lars Engelbrecht

Lars Haagen  
Lars Lindblad  
Lars Peter Svendsen  
Lars-Olov Chronqvist  
Lars-Ove Persson  
Leif Jaråker  
Leif Nilsson  
Leif Strömberg  
Lenka Cathersides  
Lennart Daun  
Lennart Lundh  
Lillian Swift  
Lucy Caulfield  
Magnus Kjellander  
Magnus Neigart  
Malcolm Groom  
Margareta von Bahr  
Maria Gadhi  
Mark Bailey  
Mark Butterline  
Martin Mörck  
Martin Pingel  
Martina Käck  
Mats Ahlmark  
Mats Edström  
Mats Fryxell  
Mats Hallgren  
Mats Renhuldt  
Mats Söderberg  
Mats Övelius  
Michael Hoffman  
Michael Smith  
Mikael Blomquist  
Mikael Magnusson  
Mikael Starast  
Mike Roberts  
Mårten Sundberg  
Niclas Eriksson  
Nicola Davies  
Paola Bjäringer  
Patrick Maselis  
Paul Leonard  
Per Elebäck  
Per Näsman  
Per-Olof Björkman  
Peter Cockburn  
Peter Nordin  
Peter P. McCann

Peter Suhadolc  
Peter Wittsten  
Philip Waud  
Ralf Ilmoni  
Ramon Radnoci  
Regina Scheer  
Richard Berry  
Richard Bodin  
Richard Stock  
Richard Wheatley  
Roger Strandberg  
Roland Kjellberg  
Rune Bengtsson  
Sabina Bengtsson  
Sajid Mahmood  
Santiago Cruz  
Seija-Riitta Laakso  
Simon Kogner  
Simon Richards  
Siv Malmkvist  
Staffan Lagergren  
Staffan Stenudd  
Stefan Falkland Heijtz  
Sten Flinke  
Sten Hofstedt  
Sten Jansson  
Stephen D. Schumann  
Steve Lund  
Stig-Arne Svensson  
Sören Eklöv  
Tobias Rein  
Tomas Bayerlein  
Tomas Bjäringer  
Tomas Hoepfner  
Tomas Karlsson  
Tord Gustafsson  
Ulf Ekenstierna  
Ulf Nyström  
Ulrika Bengtsson  
Valter Skenhall  
Wolfgang Bohnhorst  
Wolfgang Maassen  
Yngve Rydberg  
Yvonne Wheatley  
Åke Rietz

## SUCCESS CRITERIONS EXTENSIVE FEEDBACK

*My most sincere congratulations for a UNIQUE event! You set new standards!!!! I take pity on the organisers of future events ... Please pass my sincere thanks to everyone involved!*



*Best regards  
Patrick Maselis RDP FRPSL  
President  
The Royal Philatelic Society London*

# THE EXHIBITION MANAGEMENT MEDAL



*Gilt Silver  
Edition: 25*

- Her Majesty Queen Elizabeth II
- His Majesty King Carl XVI Gustaf
- The Royal Philatelic Society London
- Gustaf Douglas
- The Global Philatelic Network  
(in appreciation for the work of primarily by Dieter Michelson, Karl Louis and André Schneider)
- Bengt Bengtsson
- Jan Berg
- Tomas Bjäringer

- Christer Brunström
- Lennart Daun
- Lars Engelbrecht
- Gert Fredriksson
- Alexander Haimann
- Helga Haub
- Stefan Heijtz
- Jonas Hällström
- Mitch & Alan Holyoake
- Chris King
- Jan-Olof Ljungh
- Wolfgang Maasen
- Patrick Maselis
- Ari Muhonen
- Kjell Nilson
- Mats Söderberg
- Brian Trotter.



## PROCEEDS TO THE RPSL



- ❑ Archival Documentation to be delivered at the first RPSL Meeting of the season on **12 September**
- ❑ Final Statements and Report, including profit forecast, to be given to RPSL Management on **31 October**
- ❑ Profit proceeds to be officially announced at the LONDON 2020 Palmarès on the **8 May 2020**

**WE MADE IT AND  
WE MADE IT TOGETHER**

