

RACCOON MEDIA GROUP

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BETA International set for exciting evolution under new ownership

The UK's premier equestrian trade show, BETA International, is entering an exciting new chapter that promises significant benefits for the equestrian industry following its acquisition by Raccoon Media Group. As part of Raccoon's newly launched Animal Health Division, BETA International will receive fresh investment and innovative enhancements designed to strengthen its role as the go-to event for the equestrian trade, offering new opportunities for networking, education, and business growth. Together with the National Equine Show, also organised by Raccoon, this acquisition allows for a more comprehensive platform to support and expand the reach of the equine sector.

This strategic move pairs BETA International's long-standing heritage and industry reputation with Raccoon's forward-thinking approach to event management, with a focus on delivering even greater value for exhibitors, retailers, and attendees. Nicole Cooper, newly appointed CEO of Raccoon Media Group's Animal Health Division, will be collaborating closely with the experienced BETA team and its Trade Fair committee to introduce exciting new features while maintaining the event's trusted format and character.

"We are thrilled to be a part of BETA International's future and are committed to enhancing what has made the show essential to the equestrian community," said Nicole Cooper. "With Raccoon Media Group's resources and expertise, we aim to build on BETA International's established reputation and create a dynamic event that provides greater value, connection, and insight for all visitors."

Mike Seaman, Group CEO of Raccoon Media Group, shared his enthusiasm for the acquisition: "BETA International has earned its place as a vital event for the equestrian trade,

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and we are honoured to support its growth within our Animal Health Division. Our goal is to expand opportunities for exhibitors and the wider equestrian community, creating an unparalleled event experience alongside our National Equine Show.”

Claire Williams, Executive Director of BETA, expressed her optimism about the future: “This acquisition offers a unique opportunity for BETA International to grow and adapt within the expanding landscape of the equestrian industry. With Raccoon’s commitment and expertise, we look forward to delivering even more value to our members, exhibitors and trade visitors in the years to come.”

For more information, see www.beta-int.com.

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About BETA International

BETA International is the UK’s leading trade event for equestrian business, offering an essential platform for equestrian suppliers, retailers, and service providers to connect, showcase the latest innovations, and access invaluable industry insights. Under the stewardship of Raccoon Media Group’s Animal Health Division, BETA International is poised to continue serving the equestrian industry with fresh energy and resources to foster growth and collaboration.

About Raccoon Media Group

Raccoon Media Group is a dynamic, scaled, high-growth media business focused on mobilising passion-led B2C and B2B communities across the globe. Its events and media properties deliver year-round content and advice to specialist, self-identifying audiences. Known for creating impactful events, Raccoon is dedicated to building meaningful

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connections and fostering growth within its portfolio, furthering it's involvement in the equestrian market through BETA International and the National Equine Show.

For further information, please contact Group Marketing Director Ashley Cox

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