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BRITISH POLO DAY COMES OF AGE WITH THE ANNOUNCEMENT OF ITS SEMINAL PARTNERSHIP WITH RJI CAPITAL

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Just four years since Britannia Elevation officially founded The British Polo Day, this global platform for elite engagement in emerging and interesting markets has come of age. Following the home leg of its Global Series – British Polo Day Great Britain – British Polo Day is delighted to announce a highly-significant new partnership with RJI Capital.

This international strategic advisory and merchant banking firm - which brings together businesses, government agencies and state of the art financial structures to close transactions - has chosen to partner with British Polo Day in a bid to maximise global business opportunities and celebrate its unique, influential community.

Working across Africa, the Middle East, the former Soviet Union, South and Southeast Asia, the USA and Europe, RJI Capital operates across the globe with long-standing relationships in its strategic markets and direct access to decision makers in governments and leading multinationals in the oil and gas, mining, financial services, technology, defense and aerospace industries.

Britannia Elevation has created an unprecedented position – a young, entrepreneurial and truly global business - delivering the most exceptional experiences with the most dynamic people in the most appealing locations ensures a uniquely-positioned global capacity to facilitate transactions in emerging markets. Its annual series of ten polo events act as global lily-pads - stepping stones into emerging markets. British Polo Day is the only platform of its kind to be personally supported by key figures in government, culture, aristocracy, the diplomatic realm and the military, hosting 12 Royal families, 100 independent billionaires, over 10,000 of the global elite and leaders in world innovation including Elon Musk, Vinod Kumar and Sir Richard Branson.

The British Polo Day champions British luxury heritage and thus has exquisite international appeal. It has caught the attention of some of the world's leading luxury brands and business 'heavyweights'. RJI Capital joins existing British Polo Day partners Land Rover, Harrods, Royal Salute, Jaeger-LeCoultre, Champagne Taittinger, Abercrombie & Kent, Qatar Airways, Hackett, Holland & Holland and Justerini & Brooks to name a few. With The Economist predicting that

the 15 fastest-growing emerging markets will provide 90% of the growth in consumption of luxury in the coming decade, British Polo Day is ideally placed to capitalise on this trend in partnership with the experience and execution skill of RJI Capital.

Ed Olver, Chief Executive of Britannia Elevation comments: "The world is changing faster than any time in history and the handrails of trust, integrity and relationships are more important than ever. Britannia Elevation looks for an alignment in these values and is therefore delighted to welcome RJI Capital to its global community as a trusted strategic advisory and merchant banking partner."

Ron Wahid, Chairman and CEO of RJI Capital adds: "Britannia Elevation has impressed me. There is so much more to this innovative business than meets the eye. British Polo Day is an exceptional hospitality and high-level networking platform, and I can see BPD developing even greater capacity within its chosen sport. Equally importantly, this impressive team has built an exclusive offering which is beyond common currency, and which enables a unique and special level of relationships to develop over the long-term - which is where we do business."