



ROLEX AND EQUESTRIANISM

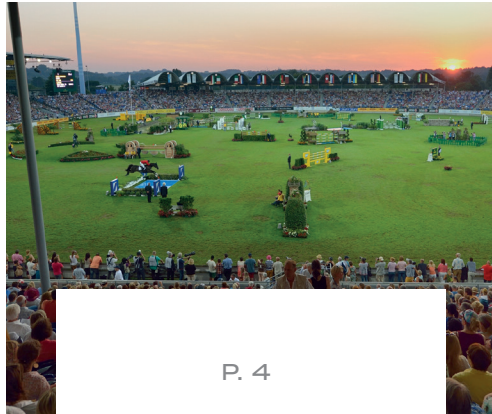
PRESS KIT

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& EQUESTRIANISM



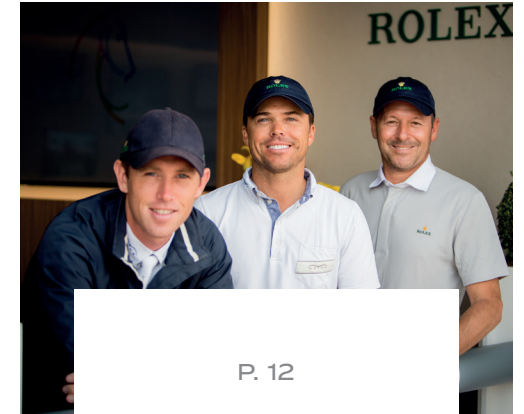
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“My watch is my constant companion” says PAT SMYTHE

The world's leading woman show-jumper



Photograph reproduced by the courtesy of Miss Pat Smythe, O.B.E., and the British Equestrian Fund

SHOW-JUMPING is not so effortless as the experts make it look, so a watch has to be pretty tough to take it in its stride. That's why Pat Smythe is so pleased with her lovely Rolex Oyster Perpetual. She says:

"I wear it all the time, and as for worrying about it when I jump, I never give it a thought. I wondered at first whether it could stand up to the jarring and the falls, but they don't harm it at all.

"I've worn it sailing, when it often gets wet. I've worn it ski-ing, when it gets covered in snow, and I've worn it in 30° of frost, as well as in the heat and dust of the Sahara desert. Nothing seems to affect it; it just goes on keeping perfect time—and winding itself, which means there's one thing less to remember.

"I'm delighted with my beautiful Oyster Perpetual and it's my constant companion."

The Ladies' Rolex Oyster Perpetual is ideal for women who lead busy and active lives. It is so perfectly lovely to look at, and whatever you do—ride, sail, ski, swim—it keeps perfect time. The pre-



THE LADIES' ROLEX OYSTER PERPETUAL
This is the lovely watch worn by Pat Smythe. Waterproof in its Oyster case, self-wound by the Rolex Perpetual "rotor," it is both accurate and elegant.

eminence of Rolex in all the spheres of modern watchmaking science assures that.

For Rolex have produced twice as many Officially Certified Chronometers as all other Swiss watch manufacturers combined! Rolex invented the first—and best—waterproof watch-case (the famous Oyster), and perfected the finest system of self-winding (the rotor mechanism).

Ask your Rolex jeweller to show you some of the exquisite Rolex women's watches he has in stock.

ROLEX

A landmark in the history of Time measurement

THE ROLEX WATCH COMPANY LIMITED (H. Wilsdorf, Founder and Chairman), GENEVA, SWITZERLAND and 1 GREEN STREET, MAYFAIR, LONDON, W.1
THE AMERICAN ROLEX WATCH CORPORATION, 580 FIFTH AVENUE, NEW YORK
THE ROLEX WATCH CO. LTD., VICTORY BUILDING, TORONTO

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A UNIQUE BOND - 65 YEARS OF ROLEX AND EQUESTRIANISM

With over a century of knowledge and expertise in watchmaking, Rolex is driven by tradition and craftsmanship, along with innovation and a passion for perfection. These values are reflected in the brand's support of equestrianism. For 65 years, Rolex has cultivated an enduring legacy with this elite world and is now a major presence at play behind the finest riders, competitions and institutions.

The brand's contribution to excellence in equestrianism is based on this heritage, encouraging modernization while respecting the elegance of this prestigious sport. Whether supporting leading athletes, the historic CHIO Aachen in Germany or the iconic Rolex Grand Slam of Show Jumping, Rolex has built on a relationship that began in 1957, through an alliance with British show jumper Pat Smythe. A pioneer in equestrianism, she became the brand's first equestrian Testimonee.



ICONIC EVENTS

Rolex's support for equestrianism extends across the three Olympic disciplines of show jumping, eventing and dressage. This enduring support is highlighted by its affiliation with international events and competitions that represent the pinnacle of the sport, including as the founding supporter of two of the most demanding challenges for competitors:

- The Rolex Grand Slam of Show Jumping, launched in 2013;
- The Rolex Grand Slam of Eventing, launched in 2001.



THE ROLEX GRAND SLAM OF SHOW JUMPING

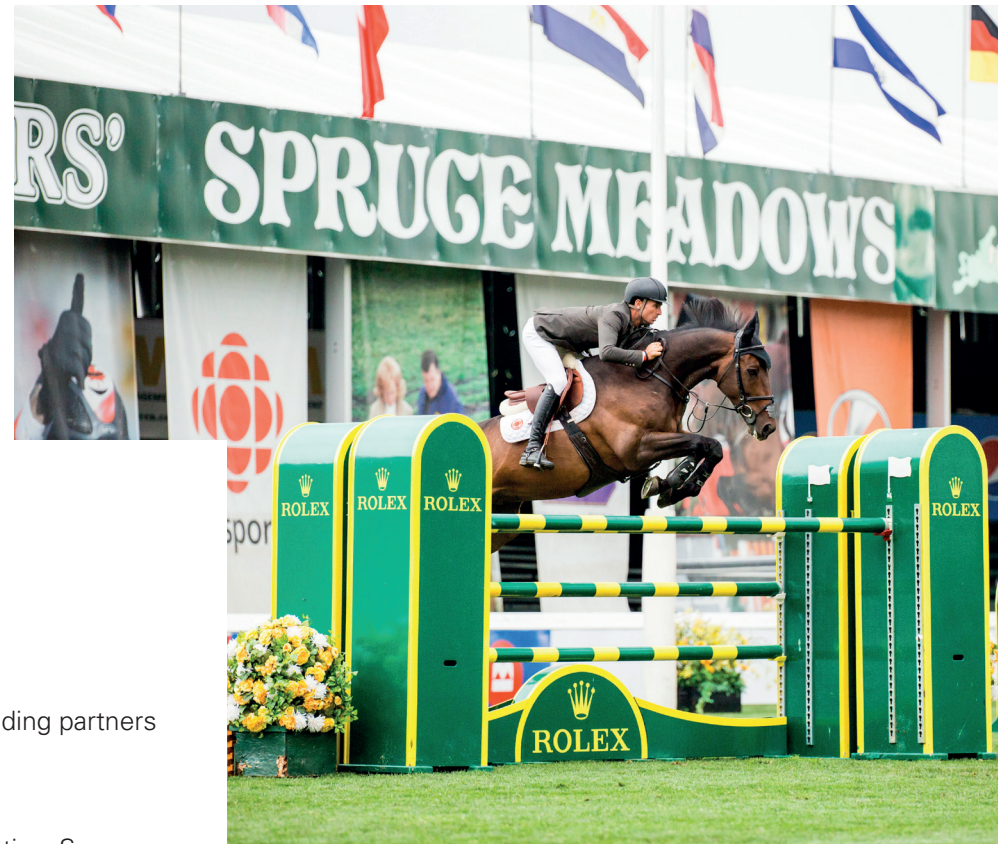
The four Majors that comprise the Rolex Grand Slam of Show Jumping are long-standing partners of the brand:

- The Dutch Masters (Netherlands) in March; Main Sponsor since 2014
- CHIO Aachen (Germany) in May; Main Sponsor since 1999
- CSIO Spruce Meadows 'Masters' Tournament (Canada) in September, Presenting Sponsor since 1989
- CHI Geneva (Switzerland) in December; Presenting Sponsor since 1996

Launched in 2013, the Rolex Grand Slam of Show Jumping rewards the outstanding rider who wins three consecutive Majors at four of the world's most historic shows – The Dutch Masters, CSIO Spruce Meadows 'Masters' Tournament, CHIO Aachen and CHI Geneva. Considered by the sport to be the ultimate equestrian challenge, it rewards the very best riders with a €1 million bonus. If all four Majors are won in succession, a further €1 million bonus is awarded.

Arnaud Boetsch, Communication & Image Director, Rolex SA, said: "The Rolex Grand Slam of Show Jumping is the ultimate goal of every great horse and rider, linking the world's historic Majors, it marks a new era in equestrianism."

As a long-term partner to all three founding events – The Dutch Masters completed the quartet in 2018 – Rolex's decision to support the Rolex Grand Slam of Show Jumping was a natural progression.





SCOTT BRASH: ROLEX GRAND SLAM CHAMPION

The first Major in the calendar year is The Dutch Masters, a show that offers four days of world-class equestrian sport, including show jumping and dressage. Rolex has been Main Sponsor and Title Sponsor of the Grand Prix since 2014. The event has a rich history dating back to 1967, testimony to its enduring commitment to excellence in equestrianism.

In May, the elite world of show jumping turns its attention to west Germany for the World Equestrian Festival, CHIO Aachen. Sponsored by Rolex since 1999, the event attracts more than 360,000 passionate supporters during 10 days of competition – a record attendance among equestrian events. CHIO Aachen offers competition in five disciplines. The focal point of the show, the Rolex Grand Prix, has been won by some of the most famous names in the sport, including Rolex Testimonees Rodrigo Pessoa, Jeroen Dubbeldam, Meredith Michaels-Berbaum, Eric Lamaze, Scott Brash, Kent Farrington and Daniel Deusser.

In September, the international show jumping world turns its attention to the CSIO Spruce Meadows 'Masters' Tournament, the third Major of the year. Located at the foot of the Rocky Mountains in Canada, the event has a spectacular setting, as well as perfect facilities for athletes to perform to the best of their abilities. It is regarded by many enthusiasts of the sport as the leading equestrian event in North America and Rolex is proud to have been affiliated with it for more than 30 years.

The last Major of the year is staged in Geneva, where Rolex is headquartered. Since 1996, Rolex has been the Presenting Sponsor of CHI Geneva, which in 2021 celebrated its 60th edition. In 2019 it was named the best indoor show jumping event in the world for the 10th time and the best cross indoor event for the first time by the highly respected *L'Année Hippique* yearbook, based on the votes of riders, journalists and personalities of the equestrian world.

In the history of equestrian sport, there are riders whose names and achievements will be immortalized in the record books. It takes a truly great horseman or horsewoman to win show jumping's most prestigious prize and, in September 2015, British competitor and Rolex Testimonee Scott Brash achieved this remarkable feat for the first and only time in the sports history. He did so on one horse, Hello Sanctos, making his success even more extraordinary.

ROLEX IJRC TOP 10 FINAL

The concept of the Rolex International Jumping Riders Club (IJRC) Top 10 Final was conceived in the late 1990s by the IJRC with the intention to improve the formula of the ranking list and to celebrate the success and the talents of the finest show jumpers in the world. Inaugurated in 2001, the 10 highest-ranked riders in the world for the year are invited to compete head-to-head. An idea similar to the end-of-season ATP and WTA Finals in tennis, which are also supported by Rolex, the Rolex IJRC Top 10 Final is the only event that is run by competitors, through the IJRC.

Rolex has been Title Sponsor of the Top 10 Final since its inception, a competition that brings together the world's best horse and rider partnerships in one of the most prestigious events on the international equestrian calendar. The competition has been won by several of the greatest names in the sport, including Rolex Testimonees Rodrigo Pessoa, Meredith Michaels-Berbaum, Steve Guerdat, Daniel Deusser, Scott Brash, Kent Farrington, Eric Lamaze and Kevin Staut.



WINTER EQUESTRIAN FESTIVAL

Acknowledged as one of the finest equestrian venues in the world, the Palm Beach Equestrian Center provides the sport's top riders with world-class opportunities to test both their young horses and 5* Grand Prix rides. In 2012, Rolex partnered the Center, further enhancing the quality of competition. Through this relationship, the brand became Official Timekeeper of the Winter Equestrian Festival, which brings together some 6,000 horses and 2,000 riders from about 30 countries for three months of international competition in Wellington, Florida (USA). Many of Rolex's Equestrian Testimonees spend the winter months at the festival, preparing for the highlight of the competition, the Rolex Grand Prix, staged on the magnificent grass Derby Field at Equestrian Village.



CSIO ROMA PIAZZA DI SIENA

Held in May, CSIO Roma Piazza di Siena is recognized as one of the most beautiful horse shows on the international equestrian calendar. Demonstrating elegance and style, it attracts visitors from around the world. Staged in the striking Villa Borghese gardens, the four-day CSIO Roma includes the Nations Cup, the Six Bar and the mounted Carabinieri display that has closed the show since 1933. Rolex joined the event in 2018 as Official Timekeeper and Title Sponsor of the esteemed Grand Prix, Gran Premio Roma, which takes place on the Sunday. Two of the sport's most iconic riders, Rolex Testimonees Rodrigo Pessoa (2009) and Eric Lamaze (2011, 2014) have won the Grand Prix here.





OTHER PARTNERSHIPS

Rolex is also associated with the following show jumping competitions:

- Summer Series at Spruce Meadows (Canada), Presenting Sponsor since 2014;
- Brussels Stephex Masters (Belgium), Official Timepiece since 2015;
- CSIO Knokke Hippique (Belgium), Official Timepiece since 2015;
- Jumping International de Dinard (France), Official Timepiece since 2015;
- CHI Royal Windsor Horse Show (UK), Official Partner and Timekeeper since 2016;
- CSIO Roma Piazza di Siena (Italy), Official Timekeeper since 2018;
- CSIO Jumping International de La Baule (France), Official Timepiece since 2022.

Rolex also sponsors three legendary competitions on the eventing calendar – as Official Timepiece for the Kentucky Three-Day Event, the Badminton Horse Trials and the Burghley Horse Trials. The brand actively supports excellence in the discipline through the Rolex Grand Slam of Eventing title – an award presented to the rider who wins consecutively at these three prestigious and challenging annual events.



BEHIND THE SCENES

Today, Rolex's partnerships in equestrianism thrive at the pinnacle of the sport, with world-class riders and events, as well as behind the scenes. The leading Swiss watch brand supports the International Jumping Riders Club (IJRC), a group comprised of the top-ranked riders that promotes the image of jumping in equestrian sport and organizes the Rolex IJRC Top 10 Final. At grassroots level, Rolex is affiliated with the Young Riders Academy, which aims to assist in the training and education of young show jumping talents and prepare them for professional careers in the sport. Such support ensures knowledge and expertise is transferred from today's leading equestrians to the next generation of riders.



ROLEX TESTIMONEES - GENERATIONS OF EXCELLENCE

The roots of Rolex's affinity for sporting and human achievement can be traced back to the pioneering origins of the company. In 1927, a young Englishwoman, Mercedes Gleitze, swam the English Channel, emerging from the water after 10 hours wearing a fully functioning waterproof Oyster wristwatch, invented by Rolex. She effectively became the Swiss watchmaker's first Testimonee, marking the beginning of a long and prolific partnership between Rolex and exceptional athletes, explorers and artists, whose accomplishments bear witness to the excellence of Rolex watches and an enduring quest for perfection.

Rolex equestrian Testimonees are all elite performers, renowned for their style and elegance. The criteria for a Rolex Testimonee is more than simply being at the pinnacle of their sport; it is equally about the grace and perfection they personify. Rolex continues to partner with the sport's most outstanding athletes who embody the intelligence and accuracy of the brand through their historic achievements.

The Rolex family of equestrian Testimonees extends across all ages, gender and the three Olympic disciplines of show jumping, dressage and eventing. These outstanding athletes include Rodrigo Pessoa, Eric Lamaze, Meredith Michaels-Beerbaum, Scott Brash, Steve Guerdat, Kent Farrington, Kevin Staut, Jeroen Dubbeldam, Bertram Allen, Martin Fuchs, Harry Charles, Daniel Deusser, Isabell Werth and Zara Tindall.

RODRIGO PESSOA

SHOW JUMPING

Rodrigo Pessoa is Rolex's longest-serving equestrian Testimonee. He joined the brand in 1999, a year after winning the FEI World Equestrian Games™ in Rome, and is regarded as one of the world's most naturally gifted horsemen. In 1994 he famously won the Grand Prix of Aachen, beating his father, Nelson, into third place. Further Major victories include at the CHI Geneva (1993, 2000, 2002 & 2004), and the CSIO Spruce Meadows 'Masters' Tournament (2000 & 2001). In 2004, Pessoa joined the Olympic Games Hall of Fame following his individual gold medal victory aboard his esteemed stallion, Baloubet du Rouet, in Athens. Additionally, Pessoa is one of only five riders to have won a hat-trick of FEI Jumping World Cup™ Final titles, in Helsinki (1998), Gothenburg (1999) and Las Vegas (2000). His accolades are testament to the Brazilian's talent and expertise.

ERIC LAMAZE

SHOW JUMPING

Eric Lamaze is one of the most revered jumpers of his generation, with the undoubted pinnacle of his career coming at the 2008 Beijing Olympic Games, where he and the great Hickstead won the individual gold medal. The Canadian show jumper splits his time between the Winter Equestrian Festival in Wellington, Florida, and his European base in Belgium. Lamaze is one of a select group of international riders who has separately won three of the four Majors that make up the Rolex Grand Slam of Show Jumping. He did so in 2007 and 2011 at the CSIO Spruce Meadows 'Masters' Tournament, in 2008 at CHI Geneva and in 2010 at CHIO Aachen. A Rolex Testimonee since February 2011, Lamaze is a loyal member of the Canadian national team having represented his country at numerous FEI World Equestrian Games™ and Olympic Games. In 2016 Lamaze took individual bronze at the 2016 Rio Olympic Games and won the Rolex IJRC Top 10 Final at CHI Geneva. In 2022 Lamaze took on a new role as Chef d'Equipe for the Canadian show jumping team.





MEREDITH MICHAELS-BEERBAUM

SHOW JUMPING

American-born but now a naturalized German, Meredith Michaels-Beerbaum is the first woman to be ranked World No. 1 in show jumping. She has claimed three FEI Jumping World Cup™ Final victories – aboard Shutterfly in 2005 (Las Vegas), 2008 (Gothenburg) and 2009 (Las Vegas) – an accomplishment achieved by only four other riders in the competition's history. Her FEI World Equestrian Games™ record speaks volumes, with individual and team bronze medals in 2006 (Aachen) and team gold in 2010 (Lexington, Kentucky, USA). Michaels-Beerbaum has won the Rolex IJRC Top 10 Final twice (2004 and 2006), and has also won the Grand Prix of Aachen in 2005. Two years later, she was crowned European champion in Mannheim and in the same year became a Rolex Testimonee. In 2016 at the Rio Olympic Games she won team bronze. She is now embarking on a new chapter in her career, focusing on her students and transferring her wealth of knowledge to help the next generation of riders achieve their goals.

SCOTT BRASH

SHOW JUMPING

Scott Brash is the only rider to have won the Rolex Grand Slam of Show Jumping, a stellar achievement in an already impressive equestrian resume, that includes Olympic and European team gold. Brash's greatest victory to date was completing the Rolex Grand Slam of Show Jumping riding Hello Sanctos in 2015, the same year in which he was welcomed into the Rolex family of Testimonees. He claimed the biggest prize by winning the Rolex Grands Prix at CHI Geneva and CHIO Aachen, and the CP 'International', presented by Rolex at CSIO Spruce Meadows 'Masters' Tournament. In 2016 Brash continued his successful string of achievements by again winning the CP 'International', presented by Rolex.





STEVE GUERDAT

SHOW JUMPING

Individual jumping champion at the London 2012 Olympic Games aboard Nino des Buissonnets, Steve Guerdat was crowned the World No. 1-ranked rider in November 2012 following a series of top-flight victories. In January 2019, Guerdat was ranked the world's top rider again, a position he maintained throughout the year, reflecting his dominance of the discipline. Other notable career highlights include: team bronze at the 2008 Beijing Olympics; team gold at the 2009 European Championships; winning the Rolex IJRC Top 10 Final in Geneva in 2010 and 2018; winning the 2015, 2016 and 2019 FEI Jumping World Cup™ Final titles; and victory in the Rolex Grand Prix at CHI Geneva in 2015 (which Guerdat also won in 2006 and 2013). In 2018 Guerdat continued to enjoy success, winning the Rolex Grand Prix at CHI Royal Windsor Horse Show and placing third individually at the FEI World Equestrian Games™ Tryon. In 2021 Guerdat maintained his prominence at the top of the sport, taking victory of the CP 'International', presented by Rolex at the CSIO Spruce Meadows 'Masters' Tournament and winning a team gold medal at the European Championships. Based near Zürich, Guerdat is a pivotal member of the Swiss national team and has been a Rolex Testimonee since December 2012.

KENT FARRINGTON

SHOW JUMPING

Kent Farrington is a former World No. 1-ranked rider and one of the most successful show jumpers the United States has produced. Among his many outstanding achievements, he has twice won the US Open CSIO5* and the East Coast World Cup League, took team gold at the 2011 Pan American Games and recorded victories at the King George Cup, American Invitational, Presidents Cup, Devon Grand Prix and Hampton Classic. Farrington won the team bronze medal at the FEI World Equestrian Games™ in 2014, the same year he became a Rolex Testimonee. The following year, he went on to win the Rolex IJRC Top 10 Final. He claimed his first Olympic medal at Rio in 2016 when he helped the USA secure show jumping silver. In 2017 Farrington won the CHI Geneva Rolex Grand Prix and captured the CHIO Aachen Rolex Grand Prix in 2019. He finished the 2019 season by winning the Rolex IJRC Top 10 Final for a second time.





KEVIN STAUT

SHOW JUMPING

Kevin Staut is a former World No. 1 -ranked rider, a title he held from September 2010 until June 2011. Staut's standout achievements came in 2009 when he won the individual gold medal at the European Championships in Windsor, in 2010 when he claimed victory in the Rolex Grand Prix at CHI Geneva, and in 2014, winning the Rolex Grand Prix at the Indoor Brabant, now known as The Dutch Masters, reclaiming the title he also won in 2010. In 2010 and 2014 he represented France at the FEI World Equestrian Games™, helping his country to two team silver medals. In 2016 he added to his stellar list of achievements by winning a team gold medal at the Rio Olympic Games. He finished the following year by winning the Rolex IJRC Top 10 Final. Staut was welcomed into the Rolex family of equestrian Testimonees in January 2012.



JEROEN DUBBELDAM

SHOW JUMPING

Welcomed into the Rolex family of Testimonees in July 2016, Dutch show jumper Jeroen Dubbeldam is a former World and European champion, and the individual gold medal winner from the Sydney 2000 Olympic Games. Over a long career in the sport spanning three decades, Dubbeldam has achieved what many of his peers can only dream about. Originally interested in football, his father encouraged him to follow the family's passion for equestrian sport and he has never looked back. Dubbeldam is one of only two show jumpers to win the individual Olympic (Sydney 2000), World (Caen 2014) and European (Aachen 2015) titles. In addition, Dubbeldam was part of the gold medal-winning Dutch team at the World Championships in 2006 and 2014, and the European Championships in 2007 and 2015. Dubbeldam's impressive list of victories also includes two of the most prestigious Grands Prix in the world, namely Aachen and Spruce Meadows in Calgary.

BERTRAM ALLEN

SHOW JUMPING

Bertram Allen is one of the most promising stars of the sport. He claimed gold and silver, team and individual medals at the European Junior Championships from 2010 to 2013, finished seventh at the 2014 FEI World Equestrian Games™, and third at the 2015 FEI Jumping World Cup™ Final in Las Vegas. He is also the youngest rider to take part in the Rolex IJRC Top 10 Final. In 2017 Allen was part of the Ireland team that won gold at the European Championships. Having initially moved to Germany for a few months to continue his equestrian education, he decided to settle there permanently to further hone his craft. Before becoming a Rolex Testimonee in 2015, Allen was also supported at grassroots level by the brand through its partnership with the Young Riders Academy.



MARTIN FUCHS

SHOW JUMPING

Martin Fuchs comes from the finest show jumping pedigree: his parents competed at international level while his uncle Markus was a silver medallist at the Sydney 2000 Olympic Games. After starting to ride at age five, the Swiss rider was soon perpetuating the family tradition and making a name for himself in junior ranks. He came to prominence on the world stage in 2010, winning team gold at the inaugural Summer Youth Olympics in Singapore. Since then, he has established himself in the elite show jumping ranks, claiming multiple 5* Grands Prix titles, along with individual silver medals at the 2018 FEI World Equestrian Games™ and 2019 FEI Jumping World Cup™ Final, and a gold medal at the 2019 FEI European Championships. In 2019 he won the Rolex Grand Prix at the CHI Geneva, a win which elevated him to be the World No. 1-ranked rider at the start of 2020. In 2021 Fuchs became the first rider in history to win successive editions of the Rolex Grand Prix at the CHI Geneva. He also secured individual silver and team gold medals at the FEI European Championships. Fuchs' exceptional form continued into 2022, with victory in the 2022 FEI Jumping World Cup™ Final.



HARRY CHARLES

SHOW JUMPING

Harry Charles is Rolex's youngest equestrian Testimonee, welcomed into the family in 2019. The British rider made his five-star debut at CHIO Aachen in 2018, aged just 19. He entered the elite senior ranks on the international circuit with an impressive record, having collected six medals at the European Championships for Young Riders between 2015 and 2018, including team and individual silver at the 2017 edition in Samorin, Slovakia. Based in Great Britain, Charles came through the Young Riders Academy, a programme partnered by Rolex, and is mentored by his father Peter Charles, a team gold medallist at the London 2012 Olympic Games. In 2021 Charles cemented himself amongst the best in the world, competing at his first Olympic Games and achieving excellent top-flight results, including his first five-star Grand Prix victory. His form continued into 2022, when he finished 4th in his first FEI Jumping World Cup™ Final.





DANIEL DEUSSER

SHOW JUMPING

Daniel Deusser is one of the most successful show jumping riders of his generation and has been ranked the World No. 1 rider on multiple occasions, in 2015, 2017 and most recently in 2021 following a sequence of world-class victories. He is a regular member of the German national team, winning European Team silver medals in 2013, 2015 and 2019, as well as a team Olympic bronze medal in Rio de Janeiro in 2016. In 2013 Deusser cemented his status amongst the best in the world, winning the Rolex IJRC Top 10 Final before going on to win the FEI Jumping World Cup™ Final the following year aboard Cornet d'Amour, the same horse that he partnered to victory in the Rolex Grand Prix at The Dutch Masters in 2015. In 2021 Deusser won the Rolex Grand Prix at CHIO Aachen, ahead of being welcomed into Rolex family of Testimonees later that year. Deusser followed up his 2021 CHIO Aachen victory with a win in the Rolex Grand Prix at The Dutch Masters in 2022, his second Grand Prix win in 's-Hertogenbosch having also won the title in 2007.

ISABELL WERTH

DRESSAGE

Isabell Werth is the world's most successful dressage rider. A Rolex Testimonee since 2009, she has represented Germany at six Olympic Games, winning team and individual medals at each – seven of them gold. She was individual and team world champion at the FEI World Equestrian Games™ in 1994, 1998, 2006 and 2018, and also won team gold in 2014. Her unrivalled career includes numerous trophies at the European Championships, as well as five FEI World Cup™ Dressage Final titles (1992, 2007, 2017, 2018, 2019).



ZARA TINDALL

EVENTING

Zara Tindall's standout career success came at the 2006 FEI World Equestrian Games™ in Aachen, Germany, where she won individual gold and team silver. The previous year she was crowned individual and team champion at the 2005 European Eventing Championships at Blenheim Palace. On both occasions she was partnered by her Trevor Hemmings-owned gelding, Toytown. Tindall followed in the footsteps of both her parents – Captain Mark Phillips and HRH Princess Anne – by becoming an Olympian when she competed at the London 2012 Olympic Games. She was an integral part of Team GB's silver medal success and was uniquely presented with her medal by her mother, who is a member of the International Olympic Committee. In 2014 Tindall helped Team GB secure a silver medal at the FEI World Equestrian Games™ in Normandy. She accepted an invitation from Rolex to become an equestrian Testimonee in 2006.



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