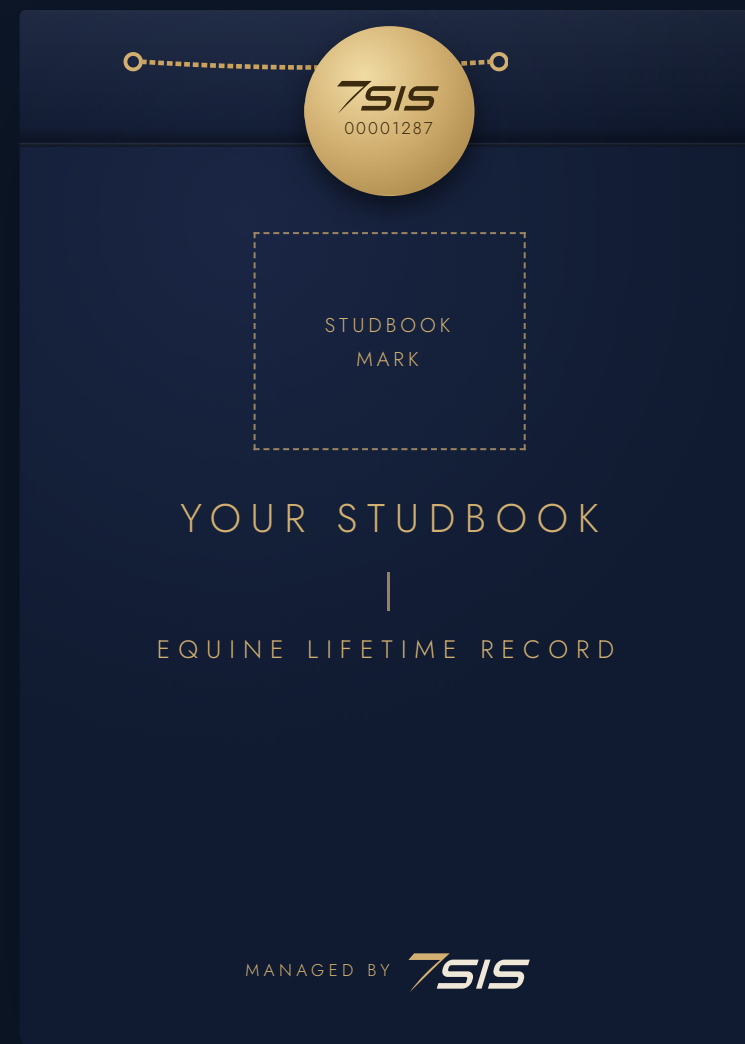


FOR STUDBOOKS

The lifetime record of a sport horse, in your name.

How Vitae works for a studbook, what it earns you, and the five founding places for December 2026.



THE SITUATION

A studbook sees a horse at birth and at inspection. Then it loses sight of it.

After registration, a horse's life happens elsewhere: at shows, at the vet, in sale agreements and with new owners. The results, health checks and changes of owner are scattered across paper, apps and inboxes. Most never reach the studbook, and buyers cannot tell which records are real.

Meanwhile studbooks are under pressure: fewer foals, lower auction turnover, members asking what their fees pay for.

108,147

foals registered by WBFSH studbooks in 2024, down from 114,320 in 2022

–24%

foal auction turnover, €22.4m (2019) to €17.1m (2024)

€17–40

typical studbook fee for a change of owner, often never claimed

€120–278

for a duplicate passport when the paper is lost

Sources: WBFSH State of the Industry 2024–25 (rev. Apr 2026); published fee schedules of BWP, Hannoveraner, Holsteiner, Oldenburger, Zangersheide and IFCE/SIRE (2025–26).

One book, one app, one record per horse. You decide what enters it.

The book

Leather, bound at the top, sealed with a numbered medallion. Issued in your studbook's name and kept by the owner for the horse's whole life.

The app

The owner photographs a result sheet, vet report or sale agreement. Vitae reads it and fills in the entry.

The 7SIS check

A person at 7SIS compares every entry with its evidence before it goes anywhere. Nothing reaches you unchecked.

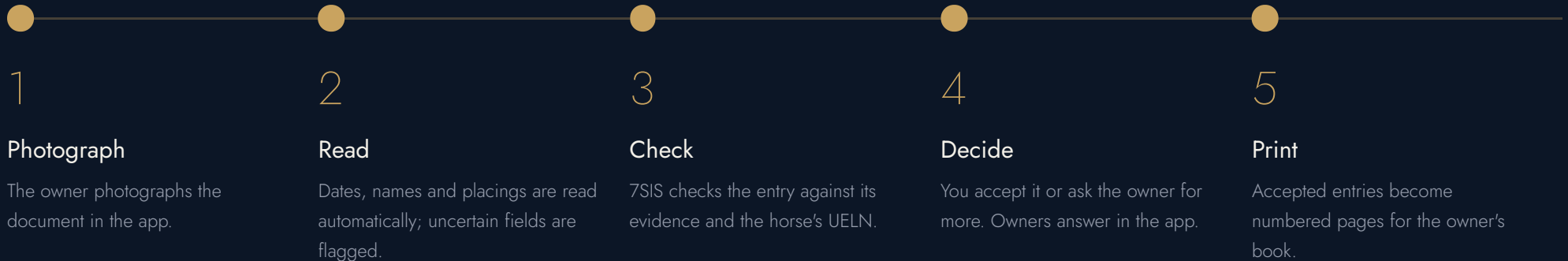
Your decision

You accept the entry into your record or ask the owner for more. Only then is it marked Verified.

GROUND RULES

- 7SIS keeps no breeding book and issues no passports.
- The studbook always decides what enters its record.
- Vitae accompanies the official passport; it never replaces it.
- Horse and owner data are never sold.
- Each studbook sees only the entries sent to it.
- A studbook can leave at any time with a full export.

From a photo to your record in five steps



THREE WAYS TO RECEIVE ENTRIES — CHOOSE ONE

Vitae portal

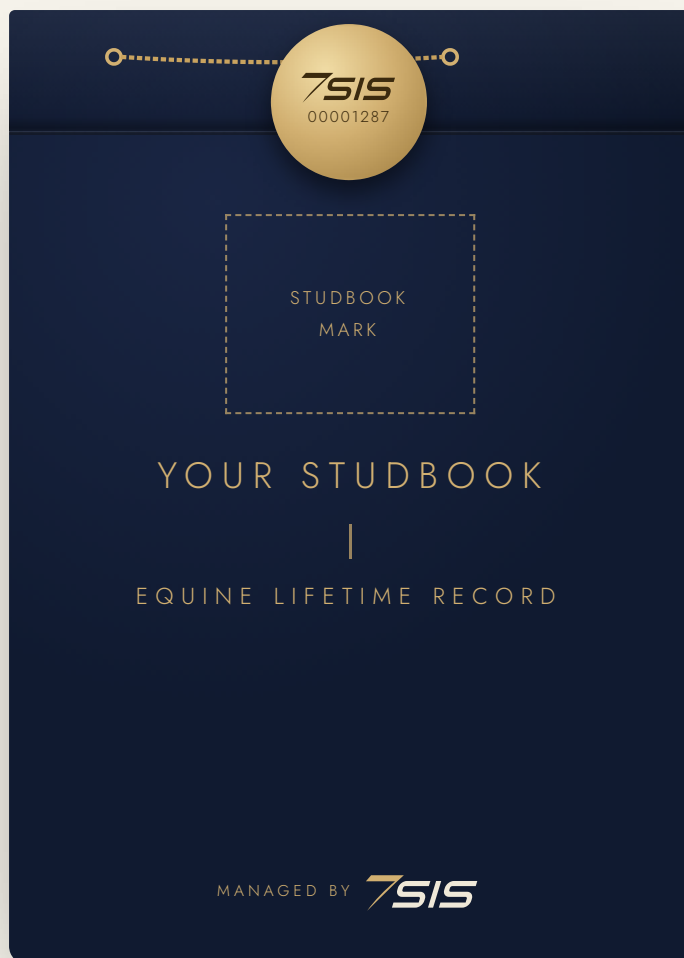
Your staff review entries in a web portal with the evidence side by side, accept or return in one click, and export accepted entries as CSV.

Email

Each entry arrives as an email with its documents and two signed buttons: Accept, or Needs more information. No account needed.

Your own system

A signed webhook delivers each entry to your database; your system answers with its decision. Specification available for your IT supplier.



YOUR NAME ON THE COVER

The studbook leads. 7SIS manages.

The owner should feel they hold their studbook's book. 7SIS appears only where it guarantees the record.

WHERE	YOUR STUDBOOK	7SIS
Front cover	Mark and name, centre, largest	"Managed by 7SIS" at the foot
Certificate of issue	Mark, signature and stamp	"Checked by 7SIS"
Every page	Mark and name in the header	"Managed by 7SIS" in the footer
Seal	—	7SIS mark and seal number
App and public profile	Your name on every confirmed entry	The service behind it

Your edition is foiled with your mark once you approve the artwork. Nothing carries your name without your written consent.

Free to join. Income from every horse that takes part.

SOURCE	HOW IT WORKS	STANDARD	FOUNDING
Joining	Portal, email or webhook connection, training, edition artwork	€0	€0
Foal Edition	You buy at wholesale and sell with foal registration at your own price (suggested €195)	€120	€120
Share of memberships	Owners pay €49 a year per horse	15%	25%
Share of history reports	Buyers pay €59 per report	15%	25%
Share of verified transfers	€49, plus your own transfer fee in full	15%	25%
Your own fees	Paid by owners in the app, straight to your Mollie account	3% platform fee	0% for 24 months

ILLUSTRATION · A STUDBOOK REGISTERING
3,000 FOALS A YEAR

≈ €70,000

a year on founding terms, excluding VAT, if 30% of foals take the Foal Edition (900 × €41 margin), 2,500 horses hold a membership (× €40.50 × 25%) and buyers order 600 reports (× €48.76 × 25%).

Illustrative only; actual income depends on uptake. Percentages apply to prices excluding VAT. Payment processing by Mollie; each studbook receives its share in its own Mollie account or by monthly bank transfer.

Less paper, fewer phone calls, cleaner data.

- Entries arrive checked, with evidence attached and the UELN matched.
- Owners answer your questions in the app, not by phone.
- Change-of-owner requests arrive complete, with both parties confirmed and your fee paid.
- Competition results and health checks from abroad reach your record, useful for breeding values.
- A printed page per verified entry means fewer lost records and fewer duplicate passports.

Your data stays yours.

- Data processing agreement under the GDPR, signed before any data moves.
- Servers in the EU. Evidence files reachable only through signed, short-lived links.
- You see only entries sent to your studbook; other studbooks never see yours.
- Full export at any time; leave with 3 months' notice.
- Set-up in one day for the portal or email connection.

Five places for the pilot starting 7 December 2026

- 50 Vitae books in your own edition, free.
- No platform fee on your own fees for 24 months.
- 25% revenue share instead of 15%, for the life of the contract.
- A seat on the Vitae standards council, which sets the entry rules for all studbooks.
- Your name on vitae.horse as a founding studbook.



Five places, allocated in the order letters of intent are signed.

TIMELINE

OCTOBER

Meeting and letter of intent (no cost, no commitment to volumes)

NOVEMBER

Edition artwork approved; portal or email connection set up; staff trained

7 DECEMBER

Pilot live with up to 50 horses per studbook

MARCH 2027

Joint review; decision to open Vitae to all your members

Is Vitae a passport?

No. The passport remains the single lifelong identification document under Regulation (EU) 2021/963. Vitae is a supplementary lifetime record that points to it.

Does it compete with our database?

No. Your database stays the master record. Vitae delivers checked entries into it and shows owners and buyers what you confirmed.

Is 7SIS a studbook?

No. 7SIS runs the record, the checks and the technology. It keeps no breeding book and approves no horses.

What does it cost us?

Nothing to join or to use. Vitae earns from owners' books, memberships and reports, and shares that income with you.

What if an owner submits something wrong?

7SIS checks the evidence first, and you decide. Rejected or unclear entries go back to the owner with your note.

How does this relate to FEI Equipass or the WBFSH register?

Those systems identify horses. Vitae records what happens in a horse's life and your decision on it. They are complementary, and Vitae can link to both.

Who owns the data?

Owners own their horse's record; you own your studbook record. 7SIS processes data on both your behalf under a data processing agreement.

Which studbooks take part?

Vitae is open to every studbook. Owners can already ask their studbook to join at vitae.horse, and each request is shown to that studbook.

Can we leave?

Yes, with three months' notice and a full export. Books already issued remain valid records for their owners.

NEXT STEP

A one-hour meeting at your office, with the book on the table.

studbooks@vitae.horse

vitae.horse



VITAE.HORSE