



Gerhard Heiberg to join Axis Advisory Board

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Axis Leisure Management Ltd is delighted to announce that Mr. Gerhard Heiberg has joined the company as Advisory Board Director. Mr. Heiberg's expertise in sport, notably the Olympic Movement, business and government affairs will be of significant value to not only Axis but also the developing professional and amateur sport industry in China. We are grateful that Mr. Heiberg can devote time to Axis as an Advisory Board Member and look forward to the guidance and substantial achievements he will assist in creating for the company in the near and far future. As China readies for the 2022 Winter Olympics, Mr. Heiberg will assist Axis and the broader Chinese industry to deliver the most successful event in the modern era.

Mr. Heiberg's history with the Olympic Movement dates back to the planning and successful execution of the 1994 Lillehammer Olympic Games in his role as Chairman, President & CEO of the Olympic Organizing Committee (1989-1994 LOOC); and Chairman, President and CEO of Lillehammer 1994 Paralympics (1990-1994)

Mr. Heiberg served on the Executive Board of the IOC from 2003-2011 and Chair of the following Commissions:

- Marketing (2001-2014)
- Evaluation for the XXI Olympic Winter Games in 2010 in Vancouver (2002-2003)
- Vice-Chair (2005-2010), Chair (2010-2014), then member (2014-2015) of the Olympic Philately, Numismatic and Memorabilia Commission

And, member of the following Commissions:

- Coordination for the XVIII Olympic Winter Games in 1998 in Nagano (1995-1998)
- Coordination for the XIX Olympic Winter Games in 2002 in Salt Lake City (1996-2002)
- Sport and Environment (1996-2001)
- "IOC 2000" (1999)
- Coordination for the XX Olympic Winter Games in Turin in 2006 (2000-2006)
- TV Rights and New Media (2002-2014)
- Marketing (2014-2017)
- Olympic Programme (2015-2017)
- Member of the Audit Committee (2014-2017)



Mr. Heiberg maintains a long and respected status in China having been heavily involved in the Beijing 2008 Summer Olympics and instrumental in the successful bid of the 2022 Winter Olympics. He has now formally retired from the IOC but retains the esteemed position of Honorary Lifetime Member.

About Axis

Axis Leisure Management, headquartered in Beijing, specializes in offering support and solutions in the development and operations of the winter sport, ski, hotel, resort, hospitality, leisure and entertainment sectors in Asia. Axis assists in the development and execution of business expansion of leisure development businesses throughout China and the Asia Pacific and assists in initiatives that contribute to the growth and success of brands worldwide. The Axis team comprises likeminded and hardworking experts and has worked for, and along side global leading developers, operators, designers and planners counting some of the world's leading winter sport, ski, resort, leisure and hospitality developments in its portfolio. More information is available at www.axisleisure.com

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