



PROFESSIONAL TRIATHLETES ORGANISATION

3rd October 2019

Andrew Messick
Chief Executive Officer
World Triathlon Corporation
3407 W. Martin Luther King Blvd
Suite 100
Tampa, Florida 33607

Board of Directors
Wanda Sports Group Company
Wanda Plaza
93 Jianguo Road Chaoyang District
Beijing, China
Attn: Mr. Hengming Yang--CEO

Dear Andrew:

On behalf of the Professional Triathletes Organisation (the "PTO") we acknowledge that, in response to our letter dated 20th September 2019 proposing to enter into discussions for the acquisition by the PTO of all of the assets of the Wanda Sports Group Company Limited ("WSG") related to its worldwide triathlon and mass participation business (the "WTC Triathlon-MP Business"), you have sent us the following response: *"I have discussed your letter with my Board. While we appreciate your interest, we are not prepared to engage in a discussion around a sale at this point."*

Please be advised that the PTO will continue to implement its strategy for self-determination successfully followed by professional athletes in other sports such as golf and tennis, and we plan on moving forward with acquiring and operating events in the space to celebrate the sport we are so passionate about. Rest assured that our plan is not mutually exclusive and our proposal to enter into discussions to acquire the WTC Triathlon-MP Business remains open. Together with North Point Advisors we are prepared to begin such discussions immediately should the WSG Board reassess its position.

As we have mentioned, we have great respect for you and the dedicated Ironman® management team. Unfortunately, we believe the over-leveraged capital structure of WSG has hampered the ability of the organisation to make the needed investments in the

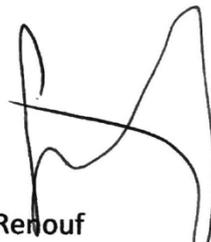
business, putting great constraints on its operating capabilities, and has demoralised the talented and dedicated staff. The WTC Triathlon-MP Business and the triathlon community would be well served by a new owner who would be able to rectify the structural and leverage issues that exist today. We believe the PTO is uniquely positioned to be able to pay a fair price to WSG, thus providing value to its stockholders, inject additional capital for needed investment, and incentivise and unleash the Ironman® management team to achieve great things for a sport for which we all have a tremendous shared passion.

We are very excited about the upcoming Ironman® World Championships at Kona and grateful for the entire Ironman® team as they work diligently in staging a truly world-class event. It is a great opportunity to celebrate the abilities and achievements of all the athletes competing, professionals and age-groupers alike, as well as all the volunteers who contribute so much to the triathlon family. We wish you the best of luck with the race and are confident it will be a huge success.

Respectfully yours,



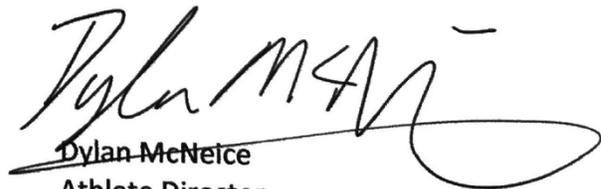
Charles D. Adamo
Chairman



Sam Renouf
Chief Executive Officer



Rachel Joyce
Athlete Director



Dylan McNeice
Athlete Director

cc: David Jacquin
North Point Advisors
580 California Street
Suite 200
San Francisco, CA 94104