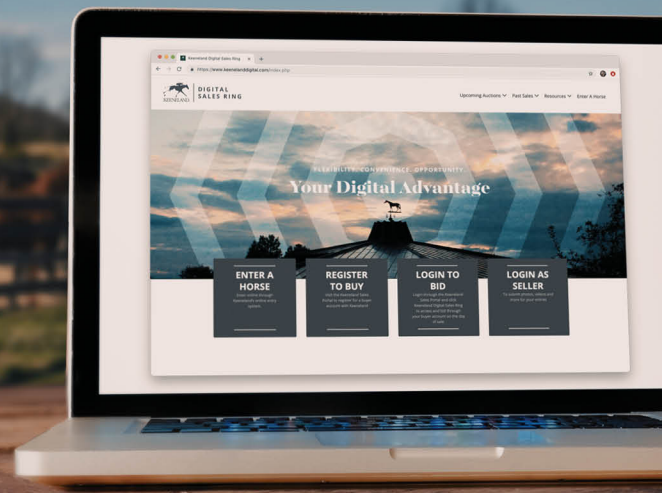


Keeneland Digital Sales Ring

YOUR DIGITAL ADVANTAGE



DIGITAL
SALES RING



WHAT IS THE KEENELAND DIGITAL SALES RING?

The **Keeneland Digital Sales Ring** is a trusted online auction platform that delivers the quality experience and opportunity you expect from Keeneland sales in an intuitive online format for buyers and sellers around the globe to take part in.

WHY THE DIGITAL SALES RING?



EXPOSURE

With more exposure than the private market, the Keeneland Digital Sales Ring provides a platform to market your horse to a global audience of Keeneland buyers.



FLEXIBILITY






Offering regular sales nearly every month, the Digital Sales Ring allows you to capitalize on an opportunity and quickly offer your horse for sale.



CONVENIENCE

With a small entry fee, zero RNA commission and without the expense to ship your horse to sale, the Digital Sales Ring requires very little risk and minimal expense for sellers.

WHO MAKES A GREAT CANDIDATE FOR THE DIGITAL SALES RING?

-  **MAJOR UPDATES**
Quickly take advantage of a timely pedigree update
-  **IMPRESSIVE MAIDEN WINNERS**
Immediately cash in on a horse who made headlines breaking their maiden
-  **OFF THE TRACK**
Retire a filly or mare from racing and sell in time to take advantage of breeding season
-  **HORSES IN TRAINING**
Sell without shipping your horse and disrupting their training schedule
-  **SOUTHERN HEMISPHERE**
Breed barren or maiden mares on Southern hemisphere time and sell to international interests without waiting for breeding stock sales

WHEN CAN I SELL?



JUNE DIGITAL SALE | JUNE 29
Entry Deadline June 22

JULY DIGITAL SALE | JULY 27
Entry Deadline July 20

AUGUST DIGITAL SALE | AUGUST 31
Entry Deadline August 24

OCTOBER DIGITAL SALE | OCTOBER 26
Entry Deadline October 19

DECEMBER DIGITAL SALE | DECEMBER 14
Entry Deadline December 7