

NORTH KITEBOARDING JOINS FORCES WITH MYSTIC

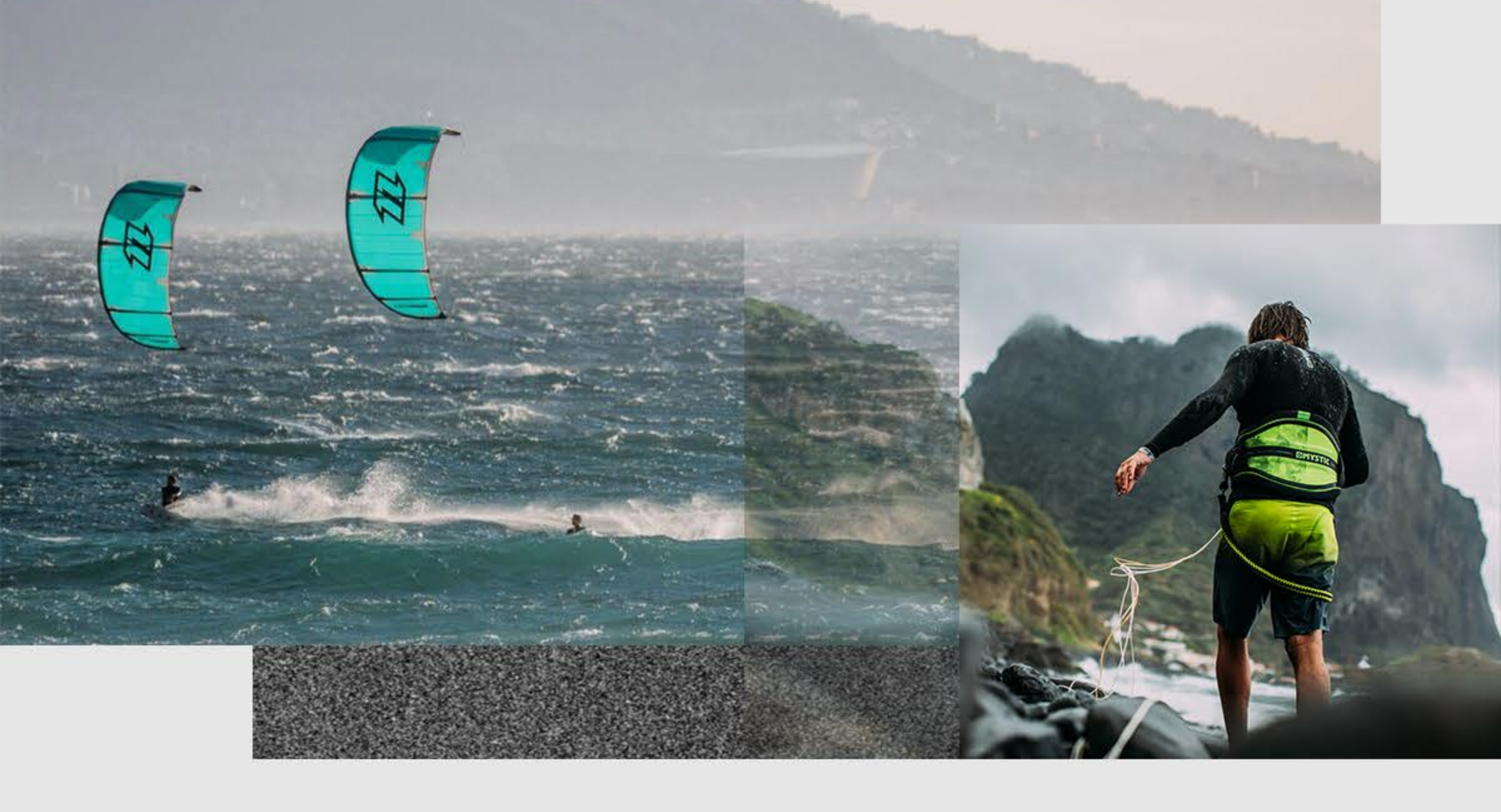


9th January, 2019, Connecticut USA - North Technology Group (NTG) has today announced it will make a further significant investment in its watersports business - proudly announcing the combination of Mystic B.V with North Kiteboarding under a new part of NTG called - North Actionsports Group.



Located in The Netherlands, Mystic has been developed into the world's leading kiteboarding accessories brand over the last 15 years by the Blom family. Kiteboarders have voted Mystic "Best Accessories Brand in the World" for the last six years in a row and the brand is worn by many of the world's best riders both on and off the water.

Richard Lott, NTG Chief Operating Officer; "This is a significant step in helping us to develop our kiteboarding business in many ways. It is a combination of great brands and gives North access to the excellent distribution, IT systems and resources of Mystic. In the future NTG should be able to bring some significant technical innovation to both businesses and we are excited to add a capable and motivated management group as well. We passionately want to use our skills to make Kiteboarding even better for future generations of riders".



North Kiteboarding's new product range is currently under development and will be released globally in June 2019 for the 2020 model year.

North's product development and brand management is based in New Zealand. Operations and the Sales Headquarters will be based at Mystic/North Actionsports Headquarters in The Netherlands to ensure a high level of service for a global market.

The Mystic management will stay unchanged and will have further scope to grow their roles in the future in a larger business. North Actionsports Group will be led by a combination of the Mystic and North Kiteboarding teams who are highly experienced industry innovators and leaders, determined to make kiteboarding sports more accessible, sustainable, innovative and exciting.



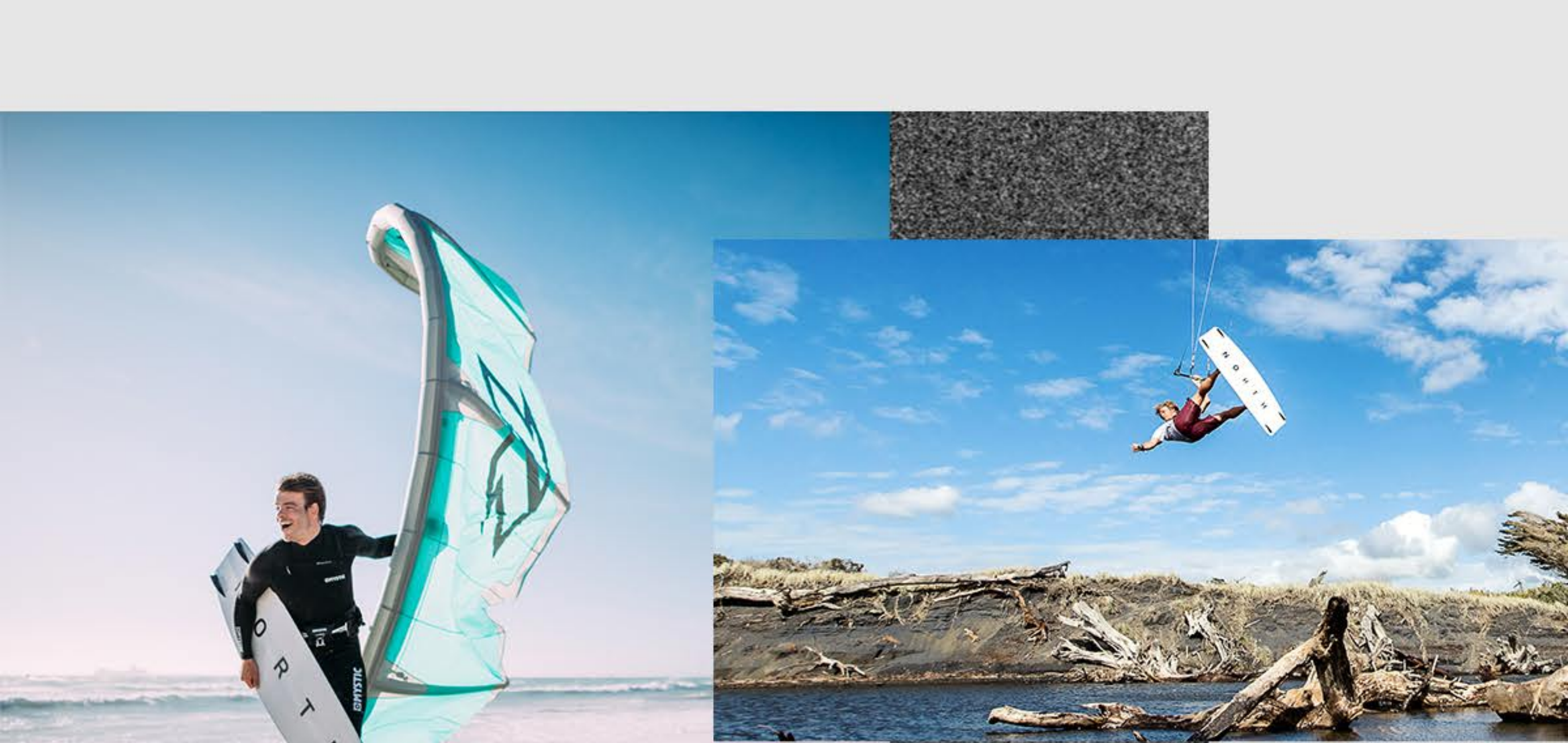
MAX BLOM JR.

MIKE RAPER

Mike Raper, North Kiteboarding Brand Director, said: "This is really exciting news for North Kiteboarding. It considerably strengthens our foundations and we will be more efficient moving forward with the extra infrastructure this provides. I firmly believe creating great products is all about investing in incredible people and I feel we just became so much stronger."

Max Blom Jr. – Mystic Brand Director

"Building Mystic with our team for the last 15 years has been an amazing journey. Today marks the beginning of what I believe will be a further turning point for our industry. The combination of North and Mystic brings together two great brands and creates a dynamic enterprise under the North Actionsports group umbrella. It feels great to be part of a bigger, experienced, ambitious and talented group of people with a serious passion for kiteboarding. With that the endless drive for constant innovation will never end".



North Actionsports Group will make further announcements in 2019. To keep up to date with developments retailers and fans of the brand can register for email updates at www.northkb.com or join the conversation on:

Facebook @northkiteboarding, @mysticboarding

Instagram @northkiteboarding, @mysticboarding

and follow the journey using #northkiteboarding #mysticboarding

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NORTH ACTIONSPORTS GROUP

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