



THE GREATEST
RACING SPECTACLE
ON THE PLANET



FERRARI CLUB
Società Ferrari e Passion

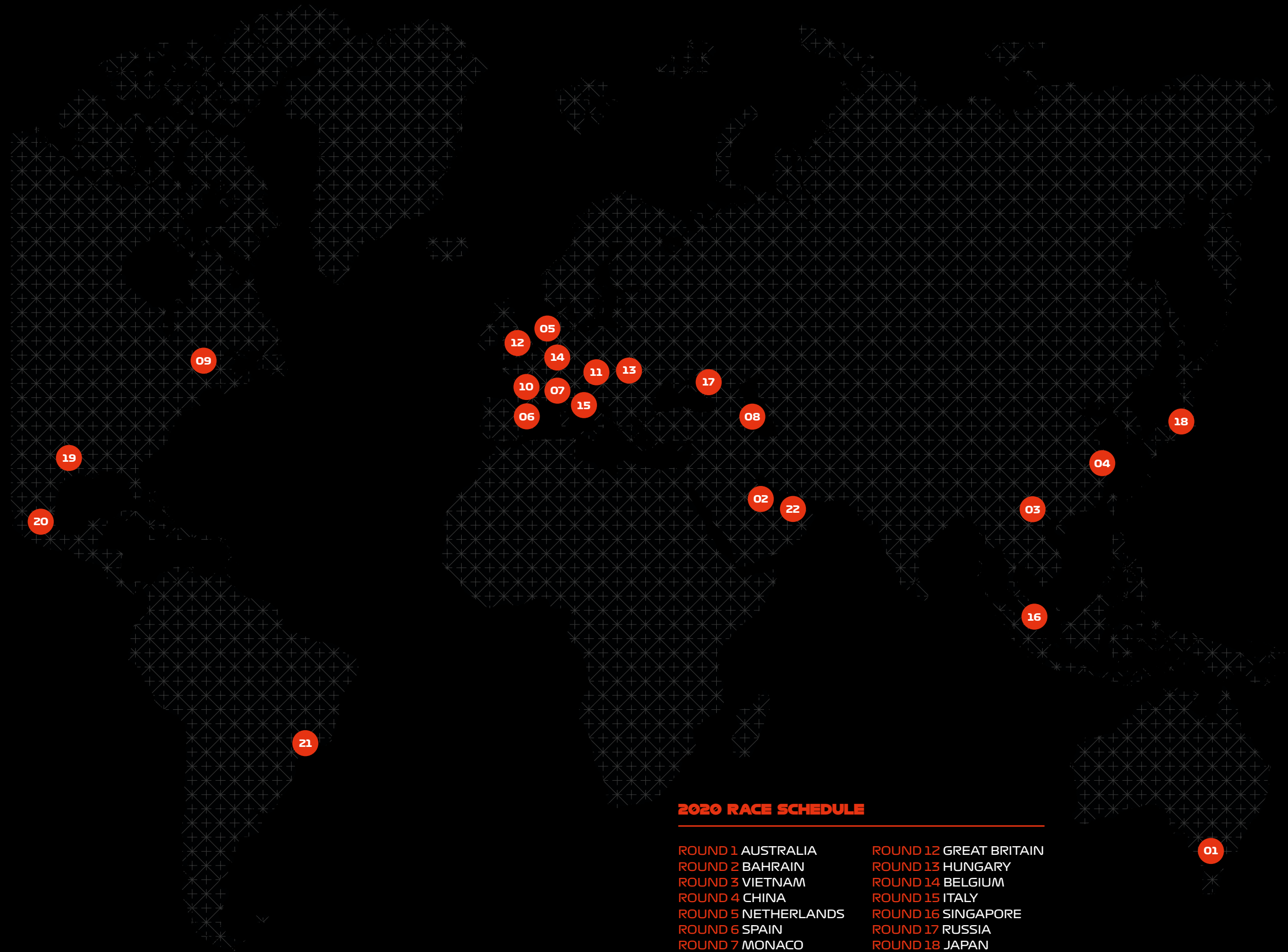
FINLANDIA



Mercedes AMG
PETRONAS

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2020 RACE SCHEDULE

ROUND 1 AUSTRALIA	ROUND 12 GREAT BRITAIN
ROUND 2 BAHRAIN	ROUND 13 HUNGARY
ROUND 3 VIETNAM	ROUND 14 BELGIUM
ROUND 4 CHINA	ROUND 15 ITALY
ROUND 5 NETHERLANDS	ROUND 16 SINGAPORE
ROUND 6 SPAIN	ROUND 17 RUSSIA
ROUND 7 MONACO	ROUND 18 JAPAN
ROUND 8 AZERBAIJAN	ROUND 19 USA
ROUND 9 CANADA	ROUND 20 MEXICO
ROUND 10 FRANCE	ROUND 21 BRAZIL
ROUND 11 AUSTRIA	ROUND 22 UAE

FORMULA 1: HOSTING THE BIGGEST GLOBAL SERIES IN SPORT

2020 marks the 70th anniversary of Formula 1 - the pinnacle of motorsport.

A lot has happened over the 70 years; 33 drivers have been world champion, 108 have won Grands Prix, while to date, 764 drivers and over 150 teams have taken part. All these achievements have required a stage and a setting in the form of a racetrack, the ever-present arena where teams and drivers can go head to head in the Championship battle.

Our history is incredible, but we believe our best days are in front of us.

It's a very exciting time for Formula 1, we have half a billion global fans, a record-breaking season in 2020 with 22 races, we are broadcast in over 200 territories around the world and our TV, digital and race attendance figures are increasing. We are excited by the momentum and growth we have in the sport today; our events are getting bigger and broader and we are engaging more fans in new and traditional ways.

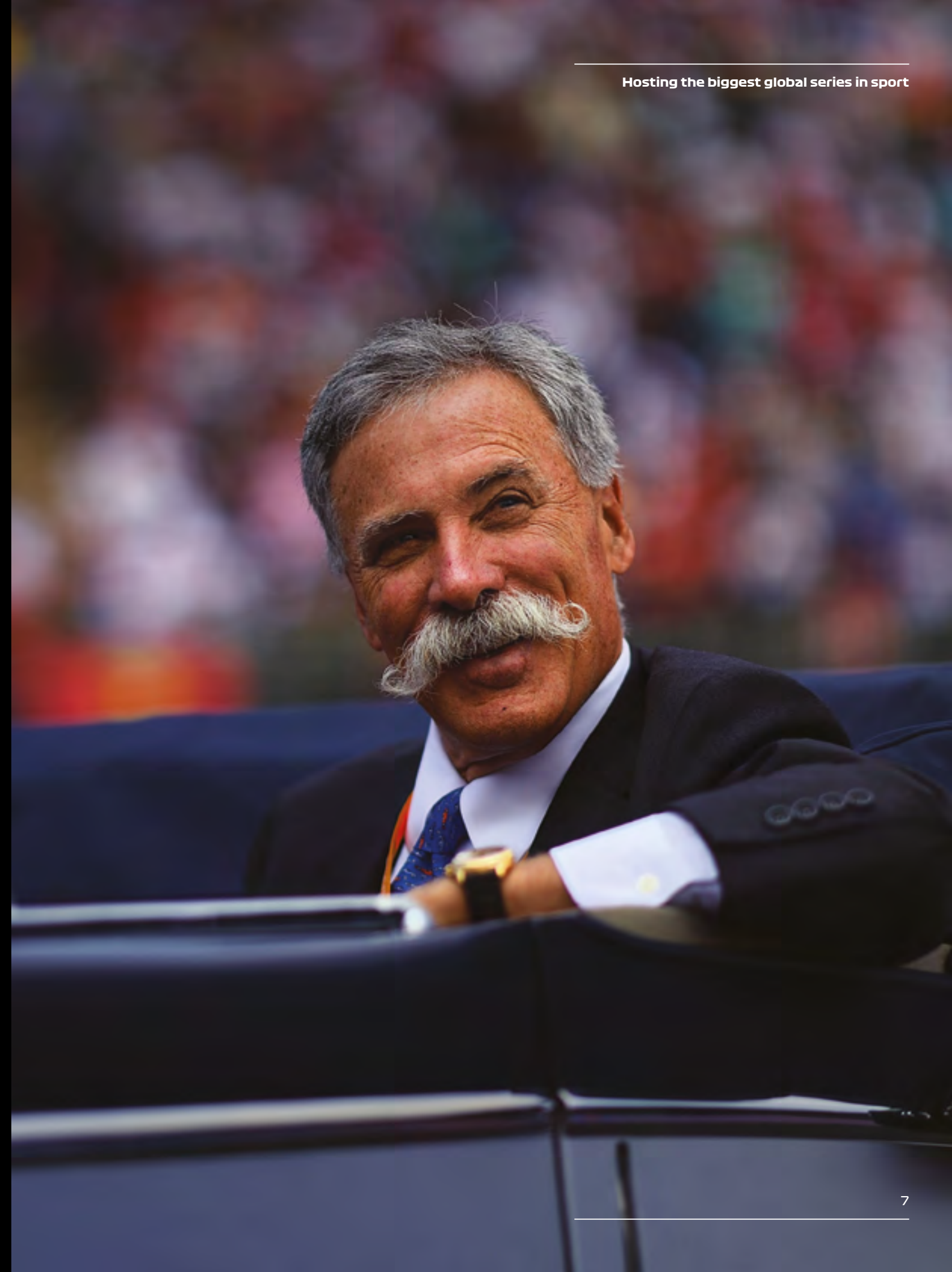
We and the FIA have announced the 2021 rules and regulations aimed at making the racing on track closer and the gaps across the teams smaller.

It's a big moment for the sport and one we believe lays the foundation for the long-term sustainability of the sport and gives our fans the racing they want. We have also set out an ambitious sustainability plan to make our sport net zero carbon by 2030, ensuring all our events are sustainable by 2025 and improving the diversity of our sport across the board.

We are looking forward to the next 70 years and our partners will be a vital part of our success. Formula 1 is on an incredible journey and we look forward to working alongside the best to deliver the most amazing racing spectacle on the planet.

Chase Carey

Executive Chairman & CEO of the Formula One Group




 **1.92BN**
GLOBAL TV CUMULATIVE AUDIENCE
(9% GROWTH YOY) 

91.5_M
AVERAGE AUDIENCE
PER GRAND PRIX

471_M
GLOBAL
UNIQUE VIEWERS

22%
INCREASE IN NUMBER
OF F1 PROGRAMMES
BROADCAST

**SURPASSED
1.1BN
WEBSITE AND
APP PAGE VIEWS**



**TOP 20
BROADCAST
MARKETS**

AUSTRALIA

AUSTRIA

BRAZIL

CANADA

CHINA

DENMARK

FINLAND

FRANCE

GERMANY

HUNGARY

INDONESIA

ITALY

MEXICO

MIDDLE EAST

NETHERLANDS

RUSSIA

SPAIN


TURKEY

UNITED KINGDOM

UNITED STATES

 **4 RACES** EACH HAD A CUMULATIVE
AUDIENCE OF OVER **100M** 


112.2_M
ITALIAN GP
TV AUDIENCE


19/21
RACES ATTRACTED
HIGHER AUDIENCES
THAN 2018

 **4.2M**
TOTAL RACE ATTENDANCE
(2% GROWTH YOY) 

3 RACES ACHIEVED OVER **300,000** ATTENDANCE


SILVERSTONE
351,000


MEXICO
346,000


AUSTRALIA
324,000


198,000
AVERAGE ATTENDANCE
PER EVENT



22 RACES
22 COUNTRIES
5 CONTINENTS
9 MONTHS RACING

1

THE MOST POWERFUL GLOBAL SPORT SERIES

Formula 1 is the epitome of a global sport series: 22 races in 22 countries on five continents, spanning 9 months of sport, every single year. A unique sporting phenomenon that has captivated a global audience ever since crowning its inaugural World Champion seven decades ago.

F1 Grand Prix hosts are members of a rarefied group of the world's most iconic, progressive, innovative and dynamic cities. Each embraces the opportunity that F1 brings in their own unique way – showcasing technology, sharing thought leadership, challenging pre-conceptions and, above all, welcoming the world to their destinations.

These hosts recognise that F1 is more than a weekend of sport. Working closely with us, they use F1 as a year-round platform to engage business, inspire talent, attract investment and catalyse growth.

Being an F1 host embeds destinations into a global network that leverages the power of fellow co-hosts on every inhabited continent, as well as our star racing drivers, 10 racing teams, 40+ global commercial partners, 200 broadcast territories and 506m global fans.

The future of F1 will be built around the diversity of these hosts – each visionary global destination having a unique presence on the calendar, but fitting together cohesively to drive a compelling narrative running throughout the season and right around the globe.

A future that delivers for all of F1: the fans, the sport and our hosts.

2

CHERISH HERITAGE, EMBRACE OPPORTUNITY

The first Formula 1 Grand Prix was staged at Silverstone (UK) in 1950. In the 70 years since, F1 has generated some of the most iconic moments and personalities in world sport. Sporting greats such as Fangio, Lauda, Senna, Prost, and Schumacher have left indelible marks in history – and their exploits are still relived and revered today. F1 is stamped with a pedigree and authenticity that few other sports can match.

Our host cities are equally as iconic. For some, their association is as historic and established as F1 itself – Monaco (MO), Monza (IT), Silverstone (UK) and Spa (BE) were all part of the inaugural race calendar. In the intervening 70 years, and as F1 has continued to evolve, our host cities have followed suit, with the addition of leading-edge 21st century racetracks in Abu Dhabi and Shanghai and the arresting architecture of downtown city circuits in Singapore and Baku. Each benefitting from the unique global showcase hosting an F1 Grand Prix delivers.

Every Grand Prix destination recognises the unique ability of the F1 proposition to amplify and accelerate their long-term goals, and, in partnership with us, implement bespoke multi-year impact strategies. The diversity of destinations accommodated by the F1 calendar underlines the versatility of the platform to deliver against multiple strategic objectives.

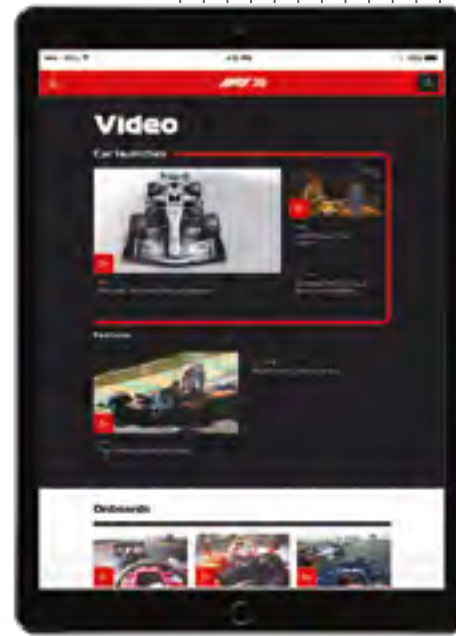


GROWING AN ICON

In 2017, Liberty Media acquired Formula 1 and immediately set about unlocking the potential of the sport in a digital age. As a world-leading media rights owner, Liberty Media have developed a multi-year investment and growth strategy that will:

- Identify **exciting new formats** that engage broader demographics
- Reach the broadest audience on relevant **linear and digital platforms**
- Invest in **state-of-the-art technology and global partnerships** to grow F1's media and digital platforms
- Build a geographically diverse race calendar, maintaining **heritage circuits** and adding new races in **iconic locations and destination cities**
- Support the design and upgrade of circuits to **improve racing spectacle**
- Pursue opportunities to **broaden activities during race week**
- **Reduce carbon emissions**
- Create **more opportunities for local people, causes and businesses** to access and benefit from F1 events
- **Work with governments** and other partners to launch an ambitious **F1-related STEM programme** from primary school through to tertiary education

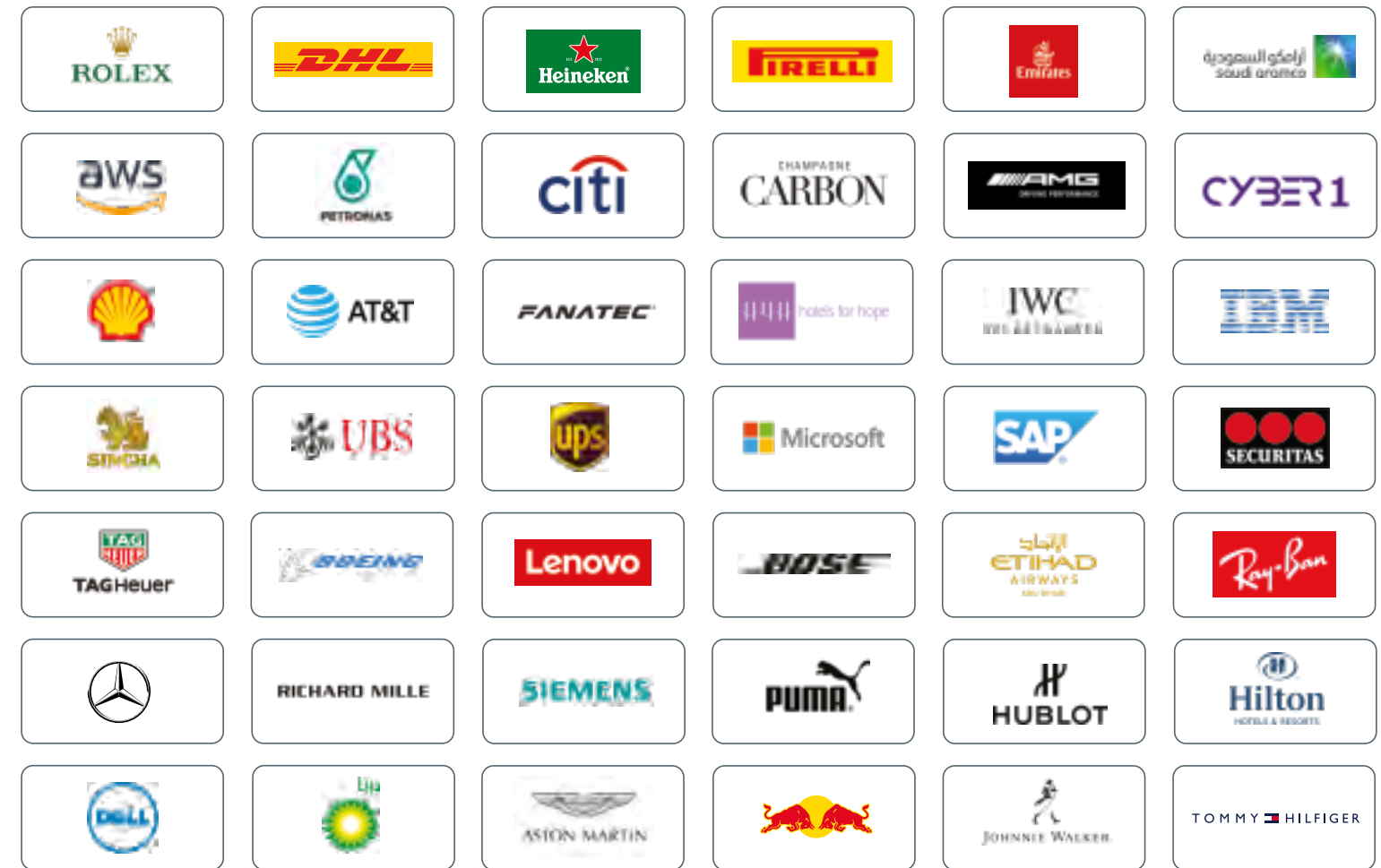
In addition, the new FIA regulations to be implemented from 2021 will create even more competitive grids, deliver even closer racing and open a new era of car design and innovation. These regulations also provide for a progressively expanding race calendar.



THE WORLD'S LEADING BRANDS

With 500m+ global fans, Formula 1 is amongst a rare group of marquee sports and entertainment brands. Our hosts have direct access to these engaged, mobile, influential and affluent groups through our live sport, event, broadcast, digital, social, partner and Esport platforms. We actively invite hosts to tell their stories through our window to the world.

In addition to the F1 brand platforms, our most progressive hosts have also successfully leveraged the wider brand alliances delivered through the diverse sponsor and team platforms – accounting for 40 of the Fortune 500, 11 of Forbes' Top 100 Most Valuable Brands, and \$3.3 trillion cumulative global revenues.



40 FORTUNE 500
11 FORBES' TOP 100
\$3.3 TRILLION
GLOBAL REVENUE



3

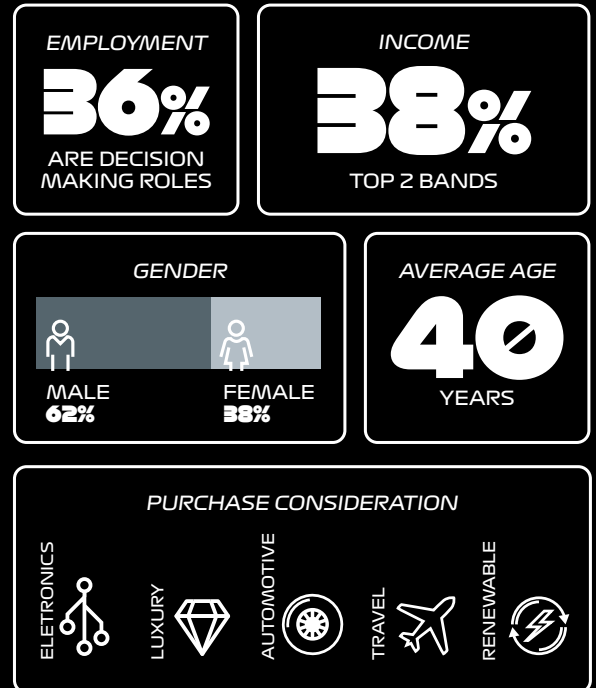
FIRST FOR FREQUENCY, FOOTPRINT AND FANBASE

For our hosts, Formula 1 is unique in the world of major events.

No other annual series in sport has the same global reach and proven ability to attract global spectators and visitors year after year. The recurring annual benefits of being part of the F1 calendar are cumulative, with each event gaining from a collective multiplier effect that strengthens its host's international reputation and accelerates progress towards its wider strategic policy goals.

F1 FANS: PASSIONATE, INFORMED, CONNECTED, AND INFLUENTIAL

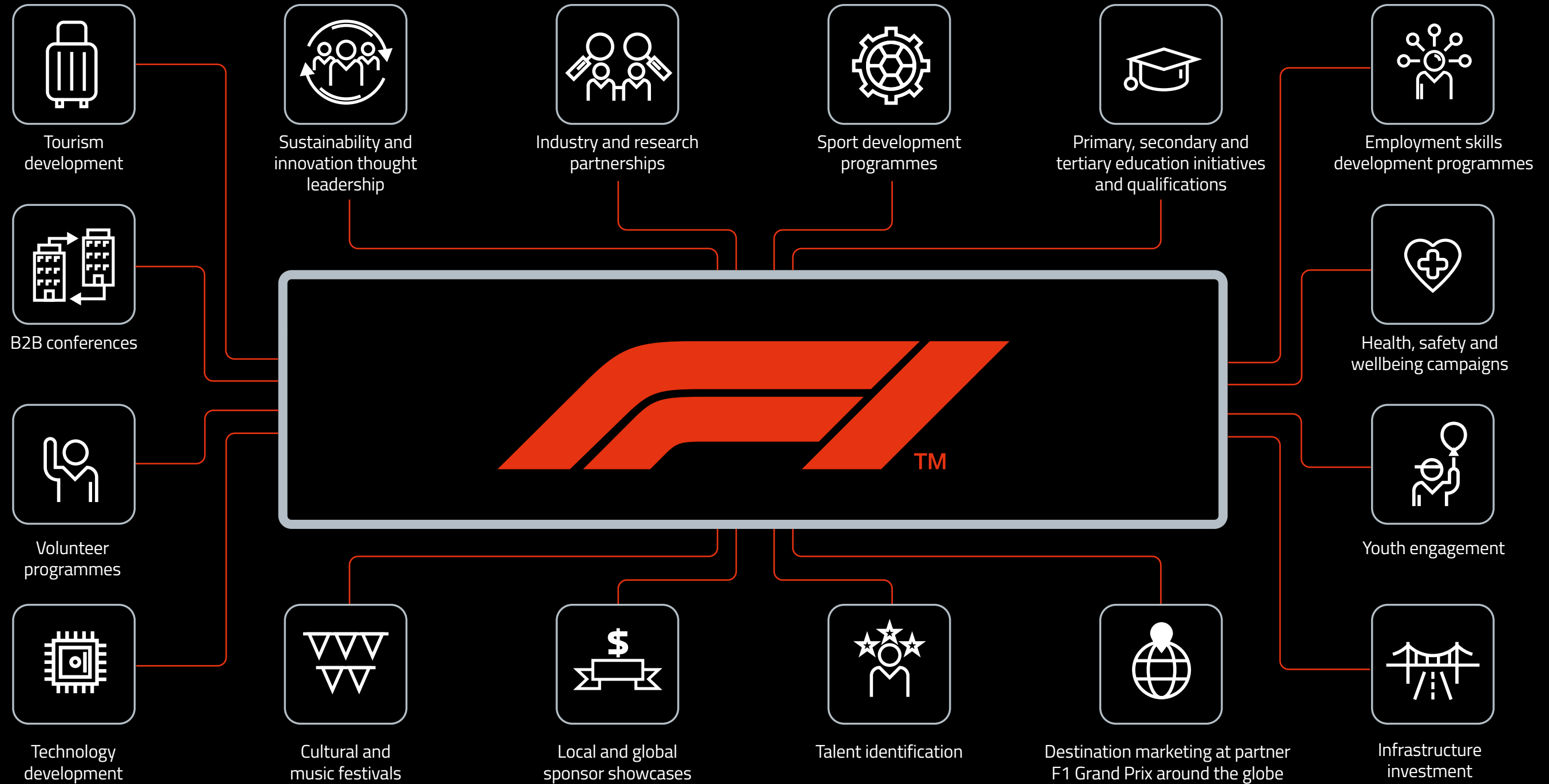
In 2019, Formula 1 attracted over 500 million global fans, 4.2 million of whom attended a live Grand Prix. They are a passionate, informed and influential demographic that over-index when compared to sport fans across a number of parameters that make them a valuable target market for host entities.



YEAR-ROUND PLATFORM

Formula 1 hosting transcends the race weekend itself

Our most successful hosts make F1 a year-round, embedded feature of their strategies, building an annual portfolio of events, activations and engagement opportunities around the race weekend. Bespoke to each city, F1 hosts, supported by F1 and its partners, have used their race weekend as a platform for:



37 MILLION TOTAL SOCIAL MEDIA FOLLOWERS BETWEEN LEWIS HAMILTON, MAX VERSTAPPEN, CHARLES LECLERC AND DANIEL RICCIARDO

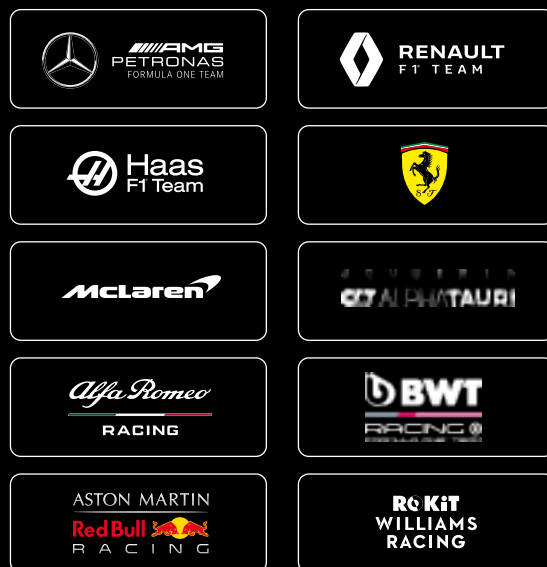


ASSOCIATION WITH LEGENDS: OUR TEAMS AND DRIVERS

Few sports can claim brands such as Ferrari, Mercedes, McLaren and Red Bull amongst their committed strategic partners. This cadre of the world's most powerful automotive and consumer brands are global channels in their own right, allowing hosts to leverage their broadcast and digital reach, as well as their network of suppliers, sponsors and investors. The 10 F1 teams have a combined annual R&D spend of \$2.6 billion, and represent a myriad of investment opportunities and innovation partnerships for host territories.

Coupled with this is the F1 stable of drivers. 20 athletes from 15 nations, with an average age of 26 years – the youngest grid in history. World champions Lewis Hamilton and Sebastian Vettel, and rising superstars like Max Verstappen and Charles Leclerc drive unprecedented media reach and fan influence to hard to engage and attractive demographics.

Our hosts are their stage - their platform for fan and investor engagement.



F1 FESTIVAL ATTENDANCE
100,000 LONDON
100,000 MIAMI
120,000 MILAN



F1 FESTIVALS

Through the F1 Festivals innovation, our hosts have activated some of the world's most iconic downtown locations, bringing F1 to new audiences and showcasing their destinations to the world. Since 2017, over 500,000 fans have attended festivals in cities including Shanghai, London, Chicago, Los Angeles and Sao Paulo. We continue to partner with our most progressive hosts to bring our sport directly to their citizens.

4

**EVERY
COUNTRY,
EVERY
CHANNEL,
EVERY RACE**

Formula 1 is at the vanguard of sport's digital media revolution and is deepening its relationship with its followers beyond the track, giving Grand Prix destinations powerful access to an engaged, global audience.

In 2019, F1 was watched on television by 471 million unique viewers. Broadcast audiences averaged 25 million a race, with 91.5 million tuning in across a typical race weekend as a whole. Over the full season, that adds up to a cumulative 1.92 billion people in more than 200 countries via 250+ broadcast channels.

When the cameras are live, every F1 broadcast puts its host circuit and city in centre shot. Our production teams work with hosts to deliver carefully choreographed destination showcases, capturing skylines and landmarks at their most captivating. Each Grand Prix broadcast blends racing action with an average 15 minutes of exclusive panoramic postcard shots of the host market.

1.92BN
CUMULATIVE
AUDIENCE

471m
UNIQUE VIEWERS

200
COUNTRIES

250+
BROADCASTERS



AVERAGE BROADCAST AUDIENCES

25m A RACE
91.5m ACROSS A RACE WEEKEND

CASE STUDY

ALLEYES ON MEXICO

Formula 1 Gran Premio
De México 2019



In a single Grand Prix weekend, this unprecedented global destination showcase generated host territory Mexico USD\$290m of media impact* – with the “Mexico” track painting alone generating USD\$46m AVE – through:

\$290m
of media impact
(\$USD)

185
broadcast
territories

33Bn
impacts

20,000+
media clippings

1Bn
social media
impressions

2,929
hours of
coverage

*Discounted advertising value equivalent - AVE



WINNER OF 'BEST LIVE EVENT' AT LEADERS AWARDS 2019



A VERY SOCIAL NETWORK

In recent years, Formula 1 has invested heavily in developing its social media content, platforms and engagement. In 2018, F1 was the fastest growing sport on social media – growing its audience by 58%. This trend has continued in 2019, with a further 33% growth and the highest interaction rate amongst other major sports. In 2019, across its owned platforms, F1's partners benefited from:

25M+
F1 SOCIAL MEDIA FOLLOWERS



5.6 BILLION IMPRESSIONS



2.8 BILLION IMPRESSIONS



7.2 BILLION IMPRESSIONS



792 MILLION VIDEO VIEWS

F1 IN THE HANDS OF FANS

Liberty Media's commitment to, and significant investment in, digital transformation has put Formula 1 literally in the hands of our fans. Our hosts now enjoy the benefit of a range of new engagement platforms that they can leverage content and brand presence on, including:

- **F1 EVENT APP**
- **F1 FANTASY GAME**
- **BEYOND THE GRID - WEEKLY PODCAST**
- **F1 TV - NEW "DIRECT TO CONSUMER" DIGITAL OTT OFFERING**
- **F1 SNAPCHAT STORIES**
- **TWITTER LIVE - POST RACE FAN FORUM**

F1 AND NETFLIX

Formula 1's ground-breaking partnership with Netflix to develop the exclusive behind-the-scenes documentary "Drive To Survive" has created a new genre of engaged fans consuming the raw emotion of the drivers, pit crews, owners and team principals as they navigate the 2018 and 2019 seasons. This new platform further extends the host destination association with F1 and provides additional bespoke, host market specific, content to engage global fans.

EVIDENCING THE POWER OF THE NETFLIX PLATFORM TO ENGAGE NEW FANS, 62% OF NEW F1 FANS ARE UNDER THE AGE OF 35

F1 ESPORTS

Host cities around the globe are grappling with how to harness the emerging wave of Esports. F1 has anticipated this trend and is the owner of the F1 Esports Championships, which seeks to engage the next generation of F1 fans and nurture the future grid of F1 talent.

At the heart of the concept is the F1 console game, developed in conjunction with Codemasters, where every F1 host track is mapped into the game for fans around the world to experience from their homes. Since 2017, over 2.5 million copies of the game have been sold, resulting in fans interacting with host destinations on a daily basis. As a result of the games success, F1 has expanded its Esports portfolio and created the F1 Regional Championship in China, as well as Esport activations at Grand Prix weekends.

Unlike most other Esports properties, F1 puts its hosts at the centre of the virtual experience – driving awareness, destination branding, live event opportunities and future fandom.

The game has become the foundation platform for the global F1 Esports Championships that, in 2019, saw:

- **5.8M ONLINE VIEWERS**
- **2.9M TV VIEWERS**
- **109,000 PLAYERS PARTICIPATE IN THE VIRTUAL QUALIFYING ROUNDS**
- **ALL 10 F1 TEAMS DRAFTING PLAYERS TO REPRESENT THEM IN THE FINALS**
- **169M SOCIAL MEDIA IMPRESSIONS**
- **80% OF AUDIENCE UNDER 34 YEARS OLD**
- **22 GLOBAL ACTIVATIONS INCLUDING 5 LIVE FINAL SHOWS**





CASE STUDY

SEASON OPENER

Formula 1 Rolex Australian Grand Prix 2019



324,000

attendance (10% increase on 2018)

186m

impressions across AUSGP and F1's global social media channels

10,000

spectators at F1 Season Launch event that included all 20 drivers and 10 team principals

35,000

students in 2,000 schools engaged in the Driving Learning: STEM in Schools education programme

7,206

laps completed by 856 cars across 4 days of motorsport celebration

23

exhibitors in the Innovation and Technology Hub

80.8m

broadcast audience

46

B2B and B2G events engaging 10,000 guests

290,000

hours of local labour to construct and operate the track

38

acts performing 116 hours of music over the race weekend

4.2m
TOTAL ATTENDANCE
198,000
AVERAGE PER RACE
52%
NON-DOMESTIC

4.2 million people attended a Formula 1 Grand Prix in 2019 – an average of 198,000 per race weekend. F1 fans are a desirable cohort to host – affluent, educated, influential and committed to travelling internationally to experience their passion sport in person and becoming future advocates for the destinations they visit.

Supplementing this core fan base are the hospitality guests, broadcasters, teams, sponsors, delivery contractors, artists and F1 management.

On average, 52% of race weekend attendees in 2018 were non-domestic visitors – and, beyond the track, they spend extensively with local businesses and retailers.

5

ECONOMIC POWERTRAIN

AVG. TOTAL NON-RACE SPEND (\$USD)	AVG. NIGHTS IN HOST DESTINATION
DOMESTIC	
\$970	2.2
NON-DOMESTIC SAME CONTINENT	
\$1,468	3.9
NON-DOMESTIC INTER-CONTINENTAL	
\$2,805	5.3

CANADA

\$90m

increase in GDP

\$8.1m

in tax revenues

USA

\$325.5m

in direct expenditures

\$27.4m

total incremental tax gains

UNITED KINGDOM

\$71m

direct economic impact

MEXICO

\$432m

direct economic impact

AZERBAIJAN

\$138.5m

total economic impact

SINGAPORE

\$150m

in tourism receipts per race

AUSTRALIA

\$33.5m

total economic impact, with \$28.7m generated by interstate and overseas spectators

INTERNATIONAL VISITORS

AUSTRIA	BELGIUM	HUNGARY	SPAIN
88%	75%	82%	69%
NON-DOMESTIC ATTENDEES	NON-DOMESTIC ATTENDEES	NON-DOMESTIC ATTENDEES	NON-DOMESTIC ATTENDEES

*All values listed in US dollars
Source: Economic impact reports by PwC, EY, SQW and public domain sources

CASE STUDY

DRIVING FUTURE VISITATION

Formula 1 Singapore Airlines
Singapore Grand Prix 2019



Singapore has been an immensely successful host of the Formula 1 Grand Prix since 2008, when the country was announced on the calendar and made F1 history as the first night-time, fully lit street race.

Prior to F1 coming to Singapore, the country was best known as a business capital and had never previously hosted an event of this annual magnitude.

However, with the Grand Prix delivering both global media exposure and significant foreign visitation, the event was a natural fit for Singapore in its long-term strategic aim to grow tourism as an important economic pillar.

Over 12 years of F1 hosting, the Singapore Grand Prix has become a globally recognised signature event on the F1 calendar and a 'must visit' race for international F1 fans. The Grand Prix regularly attracts over 250,000 weekend spectators, with 40% of total racegoers coming from abroad. Since 2008, Singapore has welcomed more than 500,000 foreign visitors for the Grand Prix alone, which has generated in excess of \$1.4bn in incremental tourism receipts. Alongside this, F1's global broadcast exposure has transmitted iconic shots of the country, including the now world-famous Marina Bay Sands Hotel, to over 80 million viewers each year.

This exposure has been integral to revolutionising Singapore's global image. Since hosting the Grand Prix, the number of annual tourism visitors has risen by 59% - increasing from a total of 10.3 million p.a. to over 16.5 million p.a. Over the same period, receipts from the tourism industry have risen by 141%.

Singapore has joined the world's top-tier tourism destinations.



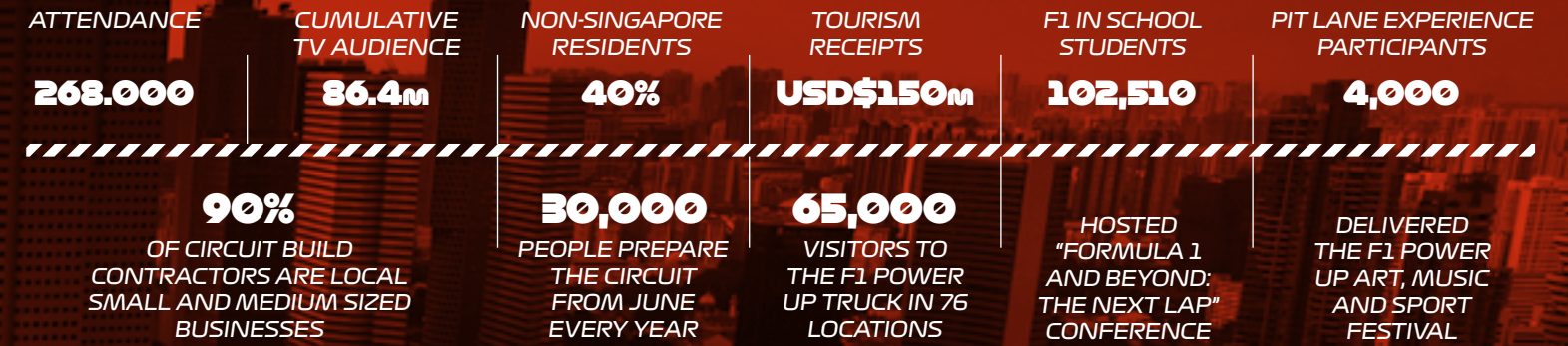
"40% OF TOTAL RACEGOERS ARE FOREIGNERS. FROM THAT, THE RACE HAS GENERATED MORE THAN \$1.4BN IN INCREMENTAL TOURISM RECEIPTS FOR SINGAPORE"

Jean Ng - Singapore Tourism Board's Executive Director



POWER UP SINGAPORE: ENGAGING THE LOCAL COMMUNITY

Power Up Singapore is a campaign by the Singapore Grand Prix organisers to share the excitement and passion of the Formula 1 night race to Singaporeans and residents throughout the year.



F1 IN SCHOOLS

- 102,510 STUDENTS ENGAGED SINCE 2012
- 11,000 STUDENTS ENGAGED ACROSS 32 SCHOOLS IN 2019

BEHIND THE SCENES TOUR

- 5,400 PARTICIPANTS SINCE 2013

F1 NIGHT RACE GALLERY

- LOCAL RESIDENTS CAN VISIT THE GALLERY IN THE PIT BUILDING AND SEE CONTENT INCLUDING: PARK SET UP, ROLES OF RACE OFFICIALS, SPOTLIGHT ON LOCAL SMEs, VIRTUAL REALITY STATIONS, F1 ENGINEERING APPLICATIONS

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

F1 POWER UP TRUCK

- 2019 SAW THE F1 POWER UP TRUCK VISIT 76 PLACES AND ENGAGE 65,000 RESIDENTS
- 239,400 LOCAL RESIDENTS ENGAGED SINCE 2016

CIRCUIT SET UP

- 30,000 PEOPLE PREPARE THE CIRCUIT FROM JUNE EVERY YEAR
- LOCAL SMALL AND MEDIUM-SIZED ENTERPRISES ARE HIRED FOR 90% OF THE PREPARATION WORK SUCH AS CIRCUIT SET-UP, CATERING, TICKETING AND SECURITY SERVICES FOR THE RACE

F1 POWER UP FESTIVAL

- LOCAL RESIDENTS COMPETE ON THE F1 2019 VIDEO GAME ON BOARD THE F1 POWER UP TRUCK TO WIN TICKETS TO THE GRAND PRIX

F1 CONFERENCE

- 2019 CONFERENCE - FORMULA 1 AND BEYOND: THE NEXT LAP

PIT LANE EXPERIENCE

- 21,000 PEOPLE HAVE WALKED THE PIT LANE FOR FREE SINCE 2013

RACE WEEKEND

- OVER 250,000 SPECTATORS WATCH THE GREATEST RACING SPECTACLE



DRIVING THOUGHT LEADERSHIP

Formula 1 hosts enjoy a place amongst a privileged network of the world's innovators and visionaries. Our strategic partnership with the Massachusetts Institute of Technology (MIT), the pre-eminent academic institution whose mission is to expedite the world's next industrial revolution, has brought industry leaders, technology pioneers and market disruptors to host cities to share insight and educate local delegates.

Keynote speakers include:

Ross Brawn
F1 Managing Director of Motorsports

Jock Clear
Ferrari Senior Performance Engineer

Steve Wozniak
Apple co-founder

Mike Krieger
Instagram co-founder

Carly Fiorina
Senior Advisor; Co-chair for US Leadership in Development & former CEO Hewlett Packard

Mika Hakkinen
F1 World Champion 1998 & 1999

Jack Selby
Managing Director, Thiel Capital and member of the founding PayPal team

In addition, over recent editions in the week prior to the Grand Prix, F1 has hosted their "Formula 1 and Beyond: The Next Lap" conference. This brings together the international and regional F1 and motorsport community to share best practice and develop networks. The most recent edition featured McLaren Applied Technologies sharing insight into how to harness a high-performance culture to deliver transformative technology - not only to the race track, but to society and people's lives.

6

WHERE THE WORLD'S INFLUENCERS MEET

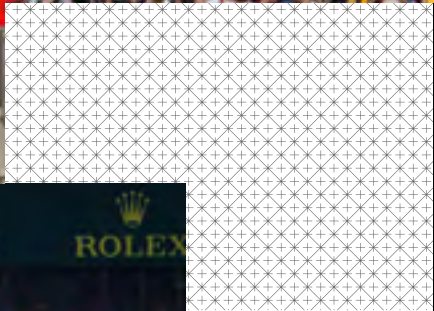
Paddock Club

Formula 1 as a hospitality platform is unrivalled. The F1 Paddock Club offers some of major events' finest hospitality and unparalleled sporting experiences. During a race week, this is home to the world's most influential executives, investors and politicians, providing a platform for deal making and strategic relationship building.



FORMULA 1 GLOBAL SPONSORS

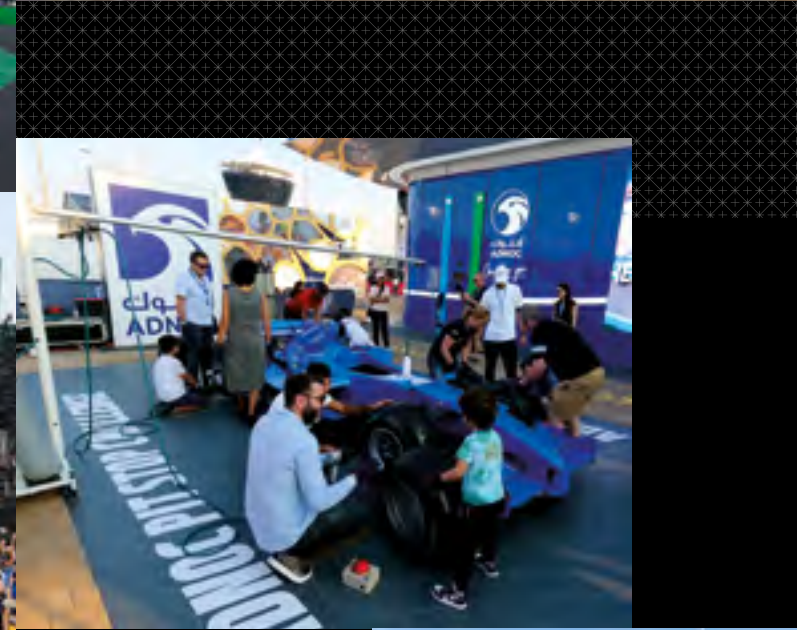
Formula 1's global partners derive immense value from the brand association, unique activations, engaging content, TV exposure, hospitality and networking opportunities that we provide around the world. By using F1 as a live platform to access and activate in five continents and 22 countries across 9 months of the year, our cadre of global sponsors use each Grand Prix to target territory specific market development opportunities. Whether as a Grand Prix title sponsor or presenting special fan events, such as Heineken's F1 Festival – Senna Tribute in Sao Paulo, F1's global sponsors bring their C-suite executives to engage with local and regional partners, and activate their brand to grow local consumer engagement.



GRAND PRIX EVENT SUPPORTERS

Alongside Formula 1's global sponsors, F1 has created a new sponsor tier, called 'Event Supporter'. This tier is designed especially for domestic businesses located in the country of the race that want to bring their brand story to life and communicate at a local level. Assets included in this package are tailored to meet the brand's objectives and include F1 IP, circuit branding, hospitality and experiences and fan engagement opportunities.

Working alongside our race promoters, F1 leverages existing assets and unlocks new opportunities for brands to activate, such as Bond in Motion, F1 Food Fest and Glamping. The Event Supporter tier provides brands and businesses the opportunity to sponsor a single race and experience the power of F1 helping elevate their performance through association. After introducing Event Supporters into our ecosystem and demonstrating return on investment, it is F1's goal to extend the brand's association within the sport and look at wider partner opportunities.



HOSTS HAVE CAPITALISED ON THE F1 PLATFORM AND HOSTED THEIR OWN PORTFOLIO OF CONFERENCES, INWARD INVESTMENT FORUMS AND NETWORKING EVENTS.

CASE STUDY

VICTORIA INNOVATION FESTIVAL

Formula 1 Rolex Australian Grand Prix 2019



The Grand Prix is an effective recurrent platform for business, government and sports diplomacy. The Melbourne delivery consortia create a F1 innovation season comprising 46 ancillary functions attended by over 10,000 guests that connect Australia's top business people with delegates and government representatives from around the world. One such example being the Victorian Innovation Roundtable Luncheon that was hosted by RMIT and the local delivery consortia, facilitating collaboration with industry leaders across government and education sectors.

Using the race as the stage, Victoria Government have built an Innovation and Technology Hub that invites local and international exhibitors to share their vision for the future of driving and technology. Exhibitors including BAE Systems, Tesla and Telstra have shared insight with primary, secondary and tertiary students across subjects including science, technology, engineering and mathematics.



46

ancillary functions
attended by over
10,000 guests



CASE STUDY

MAJOR EVENTS SYMPOSIUM

Formula 1 SOCAR Azerbaijan Grand Prix 2019



Now in its third year, the Baku local delivery consortia deliver the annual Benefits of Hosting Major Sports Events (BHMSE) conference. The symposium, organised in association with the American Chamber of Commerce in Azerbaijan, is attended by over 200 delegates and brings together key figures from within the Azerbaijani government, business, technology and travel industries.

7

INNOVATION INCUBATOR - THE FUTURE OF MOBILITY

Formula 1 is at the forefront of automotive innovation and uses its global platform to accelerate progress and develop technologies that positively impact society. It has pioneered the technologies that have inspired the cars we drive today and the ones that will keep us moving tomorrow. Principal among these is the current F1 hybrid unit. The most efficient engine in the world delivers more power using less fuel than any other car and will play a vital role in reducing carbon emissions worldwide.

Many of our hosts have harnessed the opportunity to be at the centre of automotive and technology innovation to accelerate local partnerships and initiatives.

CASE STUDY

WILLIAMS ADVANCED ENGINEERING

Supermarkets now implement F1 inspired technology. Aerofoils, developed by Aerofoil Energy in partnership with Williams Advanced Engineering, have been added to refrigerators, resulting in substantially less cold air being lost from the units, which in turn results in lower energy use, fewer carbon emissions and warmer aisles in stores for customers.



CASE STUDY

MCLAREN APPLIED TECHNOLOGIES

The expertise of McLaren's F1 team in aerodynamics and carbon fibre technology has seen F1 engineering being called upon in multiple other sports and fields as diverse as medicine, air traffic control and public transport:

Sporting Performance:

- McLaren worked with Specialized cycle firm to create a lightweight, carbon fibre racing bike
- Advancements in hydrodynamics used in the America's Cup have been replicated from McLaren's F1 aerodynamic technology.

Changing Cities:

- Using F1-derived technology, McLaren's Applied Technology has developed 5G infrastructure for connected road, rail and underground transportation, while sensors and data tools that started life in F1 are now used in the Singapore Mass Rapid Transit system among others.
- McLaren's data is also used by air traffic controllers to predict which departures and arrivals are most likely to happen out of schedule at an airport by running 1000s of simulations every second – avoiding congestion, saving time and emissions.

CASE STUDY

MOTORSPORT VALLEY

Formula 1 Rolex British Grand Prix 2019



Silverstone is synonymous with iconic British racing moments: from Nigel Mansell's famous dummy on Nelson Piquet on Hangar Straight in 1987, to Lewis Hamilton recording the greatest number of Grand Prix wins in 2019, the circuit will always produce great racing.

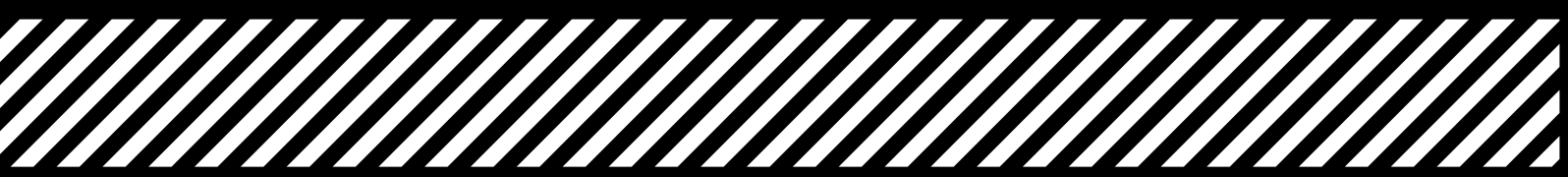
However, off the track, Silverstone and the surrounding area of Northamptonshire also have a long and successful history for incubating F1 manufacturers and their supply chains.

An abandoned airfield after World War II and home to a number of veteran aerospace engineers, Silverstone and the surrounding area quickly transformed into a hub of motorsport activity, with a keen specialism in building F1 cars.

7 decades later, 7 of the 10 teams competing in F1 are based around Silverstone. The area is the world's nucleus of technological and automotive investment and advancement.

Commonly known as Britain's Motorsport Valley, and home to around 3,500 companies associated with motorsport employing around 40,000 people, the area contains 80% of the world's high-performance engineers within a 60 mile radius.

With revenues of £9bn a year, Britain's Motorsport Valley is a major contributor to the British economy and the innovation, talent and products created there are exported around the globe.



8

DRIVE TO ZERO CARBON

Formula 1 passionately believes that hosting environmentally and socially sustainable events is key to protecting our status in world sport, whilst attracting a new generation of fans and partners. F1 has now published its sustainability commitments, and is already proactively working with promoters, teams, governments, education and logistics partners to implement one of the most ambitious but essential major event programmes.

These commitments are underpinned by our foundation principles of human rights protection, ethical conduct, responsible sourcing, transparency, environmental compliance, health and wellbeing.

We are working with all of our partners to implement aligned programmes and solutions to meet our ambitious aims. We will only partner with those hosts that share these ambitions.

F1'S SUSTAINABILITY STRATEGY IS FORMED OF 3 PILLARS

COUNTDOWN TO ZERO

We will use F1 to accelerate technologies that de-carbonise the world. By 2030, F1 will have a net zero carbon footprint from factory to flag. We will champion:

- Net-zero carbon biofueled hybrid power units
- Ultra-efficient and low / zero carbon logistics and travel
- 100% renewably powered offices, facilities and factories
- Credible offsets and breakthrough CO₂ sequestration programmes

POSITIVE RACE PRINT

We will leave a legacy of positive change wherever we race. By 2025, every race will qualify as an F1 sustainable spectacle. We will implement changes that deliver:

- Zero single use plastic, with all waste to be re-used, recycled or composted
- Circuits and facilities that are better for fan wellbeing and nature
- Incentives and tools to offer every fan a greener way to reach the race
- Opportunities for local causes to partner with F1 to drive local impact

WAVE OF CHANGE

We will unleash the power of diversity through our sport. By 2025, F1 will be an inclusive and diverse spectacle and business. We will:

- Implement inclusive driver programmes in F3, F2 and Esports that empower diverse talent to rise
- Champion a culture of inclusion and create a diverse talent pool within F1
- Implement education programmes that inspire children of all kinds to pursue a future in STEM
- Actively promote diverse talent and inclusive content across our media

CASE STUDY

CHAMPIONING RENEWABLE INITIATIVES

Formula 1 Pirelli Grand Prix De France 2019



The Paul Ricard Circuit pursues a sustainable development policy by acting to preserve its natural environment:

150

hectares of green spaces maintained and preserved

100%

of recyclable waste sorted and recycled

4

hives installed around the circuit to measure the concentration of pollutants

60,000m³

of rainwater stored in the lake to water green spaces and supply fire hydrants

4

beacons continuously collecting noise emissions

3

charging stations for electric vehicles

99%

of office and traffic lane lighting equipped with LED bulbs

80%

of the circuit's suppliers come from the region

5th

edition of the Environmental Advisory Committee organised to provide a forum for collective consultation with residents

18%

of spectators visited the circuit on ecological shuttle buses



Drive to zero carbon



CASE STUDY

GREEN CITY

Formula 1 Singapore Airlines
Singapore Grand Prix 2019



Singapore's credential as one of the world's greenest cities means the circuit implements a number of initiatives to make the Grand Prix more sustainable:

6

subway stations each within a 6 minute walk from the Marina Bay Street Circuit

50,000

staff uniforms that can be reused annually due to innovative design



Circuit Park, Paddock Club & Hospitality Suites

- High-end sustainable and compostable tableware from WASARA
- Removal of all plastic straws
- Used cooking oil from food and beverage operators within the general areas of the Circuit Park is collected by Alpha Biofuels to be recycled to sustainable biodiesel
- 2,400kg of UCO was collected from the 2019 event, from which 2,000kg of biodiesel can be produced. This is equivalent to 5,310 kg of CO₂ greenhouse gas reduction
- 200,000 biodegradable recycled paper cups were used at all Heineken and SGP Grid Bars
- Leftover F&B from the Paddock are donated to a Food Bank



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DEVELOPING THE NEXT GENERATION

Formula 1 is committed to using our privileged position and unique partner networks to inspire and upskill the next generation. We work closely with our hosts, and other public sector bodies around the world, to deliver education and training programmes. Moreover, through supporting our hosts to deliver some of the world's largest and most complex events, we have catalysed direct positive impacts through enhanced local employability, capability development and year-round employment.



F1 IN SCHOOLS

Formula 1's reputation as a pioneer of new technologies has led to the development of the largest STEM education programme in the world: F1 in Schools. This programme is nurturing the next generation of engineers and mechanics across 26,000 schools in 51 countries, engaging 1.3 million children in total.

Spanning age ranges of 6 to 19, the main objective is to help change the perceptions of science, technology, engineering and math by creating a fun and exciting learning environment for young people to develop an informed view about careers in engineering, F1, science, marketing and technology.

1.3m

children engaged in
51 countries across
26,000 schools



CASE STUDY

Formula 1 Pirelli Grand Prix De France 2019



The French Grand Prix welcomes 10,000 young people from the Provence-Alpes-Côte d'Azur Region on the Thursday ahead of race weekend with the aim to increase awareness and engagement across 6-17 year olds in the area.

The day gives thousands of elementary, middle and high school students the opportunity to discover behind the scenes of the F1 Grand Prix de France. The students are able to visit the paddock, meet with the teams, visit the garages, attend conferences and enjoy tours of the Paul Ricard circuit. Special attention is given to F1 professions, with educational conferences and road safety awareness workshops delivered.

"This youth day, which marks the beginning of the Formula 1 Grand Prix de France, gave thousands of students a chance to get a sneak preview of what goes on behind the scenes of Formula 1 by focusing on the different professions in this environment."

CHRISTIAN ESTROSI

President of the GIP Grand Prix de France le Castellet

DEVELOPING LOCAL SKILLS, NEW OPPORTUNITIES AND ENDURING CAPABILITIES

Formula 1 sustains and grows key industries. From the local capabilities required to build and deliver our events, through to the ongoing operation of facilities, delivery of year-round specialist services and legacy major event delivery capabilities, hosting an F1 Grand Prix has the potential to transform lives and careers.



THE POWER OF DIVERSITY

Working with our partners across the Formula 1 community, we are committed to building a more diverse and inclusive sport. We will actively break down the stereotypes associated with a career in motorsport and provide pathways for people from all backgrounds to participate, and forge careers, in F1, our industry and STEM as a whole.


Working closely with our hosts and their existing initiatives, F1 will develop education programmes that inspire young people to study STEM subjects. We are also actively partnering with the FIA to eliminate barriers to participation across the single-seater racing series – in particular through our global Esports championship, inclusion of local and diverse talent in our support race programme and strategic tie-ups with innovations such as the all-female W Series. F1 will lead by example through the implementation of positive organisational changes that attract and nurture diverse talent at every level of our business. Our goal is to have a meritocracy that nurtures the most talented future drivers, engineers, thought leaders and F1 colleagues - regardless of gender or ethnicity.


It is vital that the Championship continues to push for gender diversity and equality in every market in which we operate. We are seeking hosts who share our ambition for a diverse and inclusive F1 future.


38%
female fan base

30%
female representation on F1's senior management team

2
W Series races featuring at F1 Grand Prix in 2020


 **USA**
Our host venue, the Circuit of the Americas, supports **9,000 jobs** locally, representing **USD\$306m** in annual payroll for the Austin area


 **Mexico**
Over **13,500** permanent and temporary positions have been created as a result of the recurrent Grand Prix in Mexico City and its immediate region

 **UK**
The British Grand Prix has created **1,358** full time jobs, with a further **4,650** temporary roles sustained on an annual basis

 **France**
Over **750** positions were created by the 2019 French Grand Prix. A further **550** permanent jobs have been created in wider supporting industries across the region



 **Canada**
The annual Grand Prix supports **640** additional jobs across the Quebec province

 **Australia**
290,000 hours of local labour are typically contracted to build and dismantle Australia's largest 'pop-up' event



HEALTH & WELLBEING
F1 drivers represent the pinnacle of physical fitness and mental focus. We work with our hosts to incorporate fitness and mental health themes throughout their community engagement programmes, including incorporating the F1 Active experience into every F1 Fan Zone and Festival. This hands-on activation enables participants to test themselves against the aerobic, strength and response-time requirements to be an F1 driver.

CASE STUDY

DEVELOPING NATIONAL CAPABILITIES

Formula 1 SOCAR Azerbaijan Grand Prix 2019



Major Events Destination

Formula 1 can also be the catalyst for the continued development of specific new national capabilities. Baku, Azerbaijan, had a stated intention to develop infrastructure and capabilities to host some of the world's largest events. F1 has been an enduring force to continually grow the country's major event human capital, building on the success of the European Olympic Games, and enabling Azerbaijan to go on to host other major, multi-sport events whilst supporting a growing domestic event delivery industry.

Youth Development

Baku City Circuit Operations Company (BCC) and the American Chamber of Commerce in Azerbaijan jointly hosted the 'Small Steps to a Great Opportunity' career fair that brought together 40 leading Azerbaijani companies to present internship and job opportunities to students. The event engaged over 900 people, most of whom had been part of the F1 Grand Prix volunteer programme. The BCC Academy not only prepares volunteers for the F1 race weekend but also supports personal development through regular seminars and training - mentoring 3,000 volunteers a year.

10

SPORT DEVELOPMENT

The future of Formula 1, and motorsport across the globe, is reliant on nurturing the next generation of talent. Our hosts use F1 as a catalyst to developing motorsport in their countries – from participation and officiation through to governance, venue management, anti-doping and elite-pathways.



Hanoi will join the F1 calendar for the first time from 2020. In order to progressively build the capabilities required to execute race operations to strict FIA standards, the Vietnamese ASN has developed strategic partnerships with the Australian Grand Prix Corporation to share delivery insight and the Confederation of Australian Motorsport to provide training for officials. This, ultimately, will lead to the formation of a new Vietnamese motorsport governing body - the Vietnamese Motorsport Association.



In Abu Dhabi, F1 worked with the FIA and the local promoter to programme a 'trophy round' of the F4 UAE Championship in to the race weekend as part of the focus on developing Emirati motorsport talent. The historic race was won by Amna Al Qubaisi, a female UAE driver.



F1's hosting relationship with China has not only seen an explosion in F1 fans in the country (92 million fans and 207% year-on-year increase in TV audience), but has also helped to catalyse the development of elite racing pathways with the Chinese Motorsport Association. Local talent Guanyu Zhou joined F2 in 2019, marking the first time a Chinese driver has ever participated in the Championship.



IN 2019, ESPORT TEAM RENAULT VITALITY'S JARNO OPMEER BECAME THE FIRST ESPORT ATHLETE TO TRANSITION TO A TESTING ROLE IN RENAULT F1'S RACE SIMULATOR.



F1 Esport – pathway to elite racing

The F1 Esports Championship has already proven its ability to identify future racing talent. Every F1 team is part of the Esport draft, selecting 3 drivers to represent them in the World Finals and showcase their talents to the decision makers of motorsport. Drivers who started their careers in simulators at home are now starting to make the transition to the track.

CONTENT AND LOCAL BRAND POSITIONING

Major event goers have evolved. Beyond the action on the track, there is a growing expectation that their admission ticket gives them access to a festival of content. F1 has anticipated this trend and works closely with hosts to develop compelling content that engages fans of all ages, whilst giving hosts an opportunity to overlay their own brand and cultural identity.

F1 FANZONE

The F1 Fanzone is the heart of off-track experiences for race weekend attendees. F1 has invested in immersive experiences that bring the sport to the fans.

LOCAL CONTENT

We work closely with hosts to develop engaging content and cultural showcases that enable the host to present the unique character of their destination.



AZERBAIJAN DANCE



NICOLE SCHERZINGER



F1 FOOD FESTIVAL - ABU DHABI



MEXICAN ALEBRIJES DISPLAY



REFLEX CHALLENGE

F1 REACTION CHALLENGE



F1 DRIVER MEET & GREET



TAYLOR SWIFT



F1 STAGE



F1 FANZONE



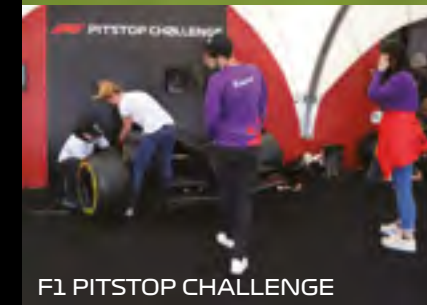
CHINESE LION DANCE



F1 ESPORTS CHALLENGE



F1 FITNESS CHALLENGE



F1 PITSTOP CHALLENGE



F1 ESPORT ACTIVATION

CASE STUDY

SEASON FINALE

Formula 1 Etihad Airways
Abu Dhabi Grand Prix 2019



135,000
attendance

60
teams from 25 countries
competed in the F1 in
Schools World Finals

78.6m
broadcast audience

1000
families registered
for race weekend
discounted experiences

28.8m
cumulative race
audience

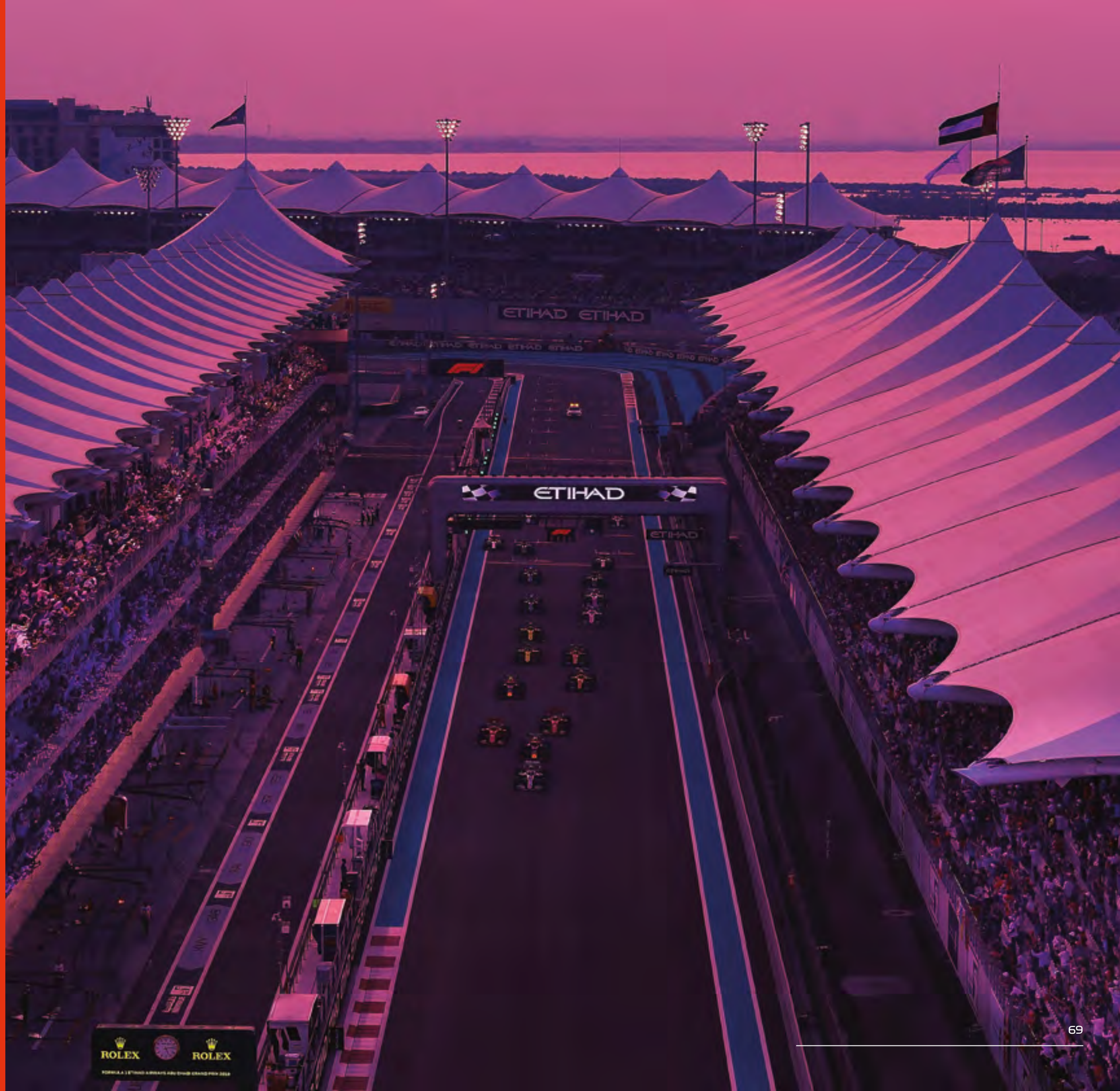
F4
Amna Al Qubaisi –
female UAE driver wins
F4 UAE Trophy Race

65%
non-UAE residents

21
Grand Prix hosts
represented at F1
Food Market

170
fan nationalities

2019
Marshmello, Lana
Del Rey and Killers
all performed



12

CATALYSING URBAN DEVELOPMENT

One resounding feature of the Formula 1 calendar is the diversity of our host destinations. We race in everything from walled medieval cities, to purpose-built circuits, public parks and downtown central business districts. However, for the most visionary of hosts, F1 can be a catalyst for transformative urban change.

One such current host to embrace this opportunity is Abu Dhabi. The Abu Dhabi Government had the vision to create a motorsport and leisure destination on Yas Island. The island's development project was initiated in 2006 by Abu Dhabi-based Aldar Properties, and incorporates the Herman Tilke designed Yas Marina Circuit. Since 2009, Yas Marina has been the host of the Etihad Abu Dhabi Formula 1 Grand Prix, and has progressively grown local and international visitation as well as inward investment to the island.

Now, supplementing the world class facilities of Yas Marina Circuit, are entertainment attractions including Ferrari World, Yas Waterworld, Warner Bros World and Sea World. Today, Yas Island continues to diversify its offering to tourists and residents throughout the year. Currently under construction is Yas Bay, a 14 million square feet, \$3.3bn waterfront destination development that will add a vibrant new location to the Island. Due for completion in 2020, the Bay will include an 18,000-seat state-of-the-art multi-purpose arena, 15,000 residential housing units, more than 50 cafes and restaurants, 20 retail outlets and two hotels.

The continued investment into the Island has expedited the trend of more residents staying in the UAE and spending less time abroad in summer months through improved liveability and community integration.





UNLEASH THE GREATEST RACING SPECTACLE ON THE PLANET



For more information
in regards to hosting
a Formula 1 Grand Prix,
please contact:
racepromotion@f1.com





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