



THE ABB FIA FORMULA E CHAMPIONSHIP 2019 HONG KONG E-PRIX

EVENT OVERVIEW AND PLANNING

Last updated: as of AUG, 2018





2017 ACHIEVEMENT

FACTS of 2017 HKT Formula E HK E-Prix

- **Race Format** - *Asia's First and Only double-header event* with two full days international racing
- **Guests Hospitality** - *Largest Scale of any Formula E race* with 7 Corporate Suite and 2,500 pax EMOTION Club
- **Overall Capacity** - *Doubled* from 21K to 41K people from 2016
- **Media Center** – *Doubled the size* from 2016 and *Largest in capacity* of any Formula E race to cater up to 500 international and local press
- **Participation** – *Soaring numbers of more than 1,000 international and local staff members* including 500 on-site staff, 300 volunteers from public and corporate recruitment, 250 on-site securities, global and local partners, etc.

Achievements in Season 4

- ✓ **Worldwide Viewership** - *Increased by 40%* (from 18.1M in 2016 to 25.4M in 2017); *48% increase* in Hong Kong and China TV audience (from 3.3m in 2016 to 5.1m in 2017)
- ✓ **Overall Readership** - *Significant increased by 192%* (from 1.2bn in 2016 to 3.5bn in 2017). Overall print media coverage *up to 7000+* with social media coverage *over 6,000+*
- ✓ **PR Value** – *Significant increased by 115%* (from 27M in 2016 to 58M in 2017)
- ✓ **Live Attendance** - *Increased by 35%* (from 20K in 2016 to 27K in 2017) and *media attendance by 89%* (from 250 in 2016 to 474 in 2017) of which *60% is overseas media*
- ✓ **International Visitors' Attendance** - *Increased by 5%* (from 25% in 2016 to 30% in 2017)
- ✓ **Regional Media Partnership** - *Successful launched* with influential regional media outlets i.e. CNBC, SCMP, Sina Weibo, Sina Sports etc.

Global Exposure

Live Interview at CNBC

- Alan Fang, CEO of Formula Electric Racing HK
- James Barclay, Team Director of Jaguar



Overseas and Local Media Attendance **474**
(89.6% increment)



MOVING AHEAD... 2018/19

SEASON 5 - CALENDAR

ROUND 1	AD DIRIYAH, SAUDI ARABIA*		15 TH DEC 2018
ROUND 2	MARRAKESH, MOROCCO		12 TH JAN 2019
ROUND 3	TBA		26 TH JAN 2019
ROUND 4	MEXICO CITY, MEXICO		16 TH FEB 2019
ROUND 5	HONG KONG, CHINA		10 TH MAR 2019
ROUND 6	SANYA, CHINA*		23 RD MAR 2019
ROUND 7	ROME, ITALY		13 TH APR 2019
ROUND 8	PARIS, FRANCE		27 TH APR 2019
ROUND 9	MONACO, MONACO*		11 TH MAY 2019
ROUND 10	BERLIN, GERMANY		25 TH MAY 2019
ROUND 11	ZURICH, SWITZERLAND**		9 TH JUNE 2019
ROUND 12	NEW YORK CITY, USA		13 TH JULY 2019
ROUND 13	NEW YORK CITY, USA		14 TH JULY 2019

*Subject to circuit homologation
**Subject to ASN approval, circuit homologation and final approval of the city



11 TEAMS



22 DRIVERS



Gen2 CAR

The 2018/19 FIA Formula E Championship (SEASON 5)

R 7 | 10 JUN 2017
GERMANY BERLIN, DE

R 8 | 01 JUL 2017
BELGIUM BRUSSELS, BE

R 9 | 15 JUL 2017
USA NEW YORK CITY, US

R 10 | 16 JUL 2017
USA NEW YORK CITY, US

R 11 | 29 JUL 2017
CANADA MONTREAL, CA

R 12 | 30 JUL 2017
CANADA MONTREAL, CA

R 1 | 09 OCT 2016
HONG KONG, HK

R 2 | 12 NOV 2016
MARRAKESH, MA

R 3 | 18 FEB 2017
ARGENTINA BUENOS AIRES, AR

R 4 | 01 APR 2017
MEXICO MEXICO CITY, MX

R 5 | 13 MAY 2017
MONACO, MC

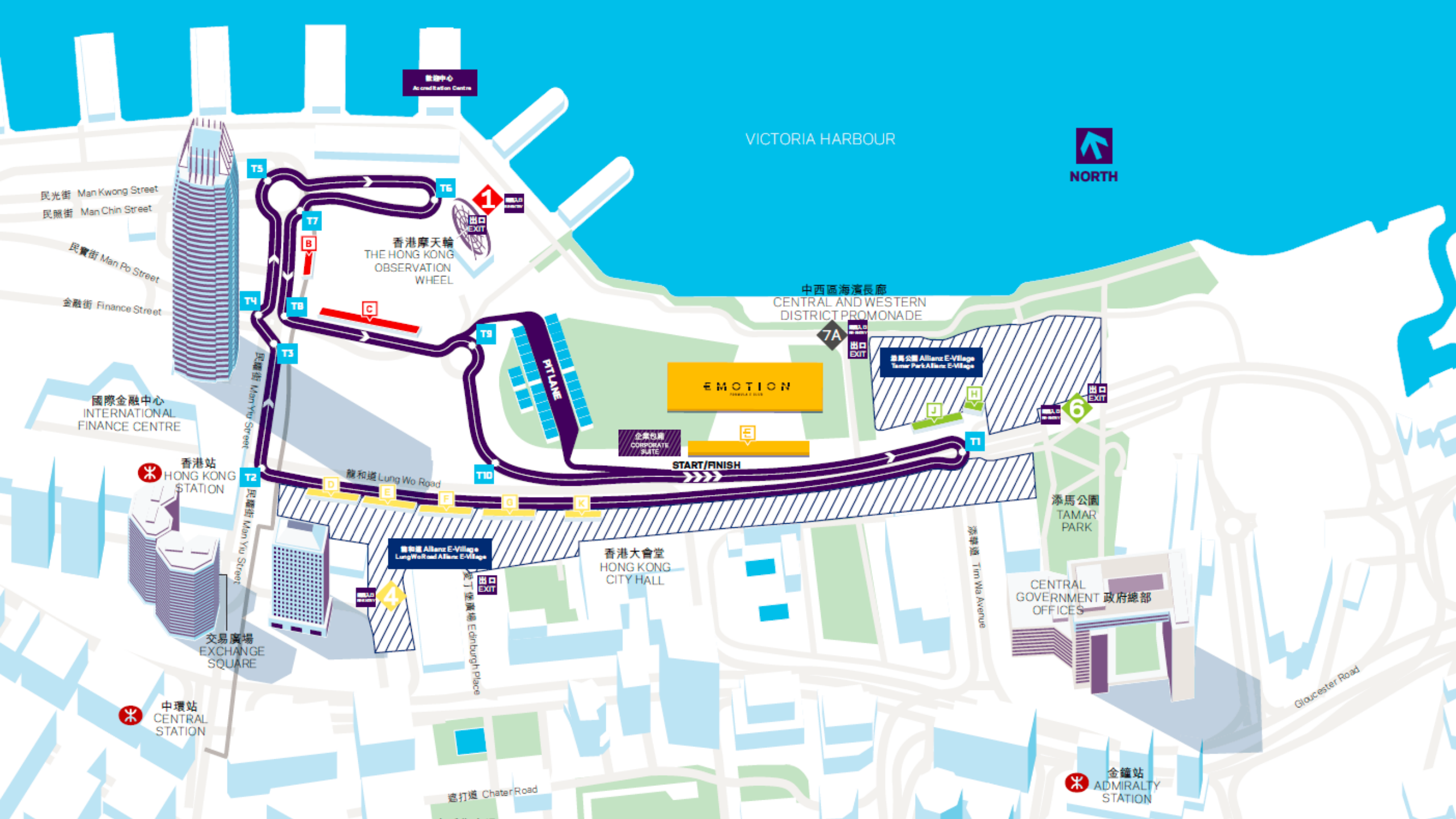
R 6 | 20 MAY 2017
FRANCE PARIS, FR



13 RACES in 12 CITIES across 5 CONTINENTS

DETAILS OF HONG KONG E-PRIX 2018/19

- Tentative event date: 9 & 10 March, 2019
- Urban Track: 1.86km
- Turns: 10 with 2 hairpin turns
- Main Straight (Lung Wo Road)
- Race Team: 11 (BMW joining as new team)
- E-Village: Tamar Park area



民光街 Man Kwong Street
民照街 Man Chin Street
民寶街 Man Po Street
金寶街 Finance Street

國際金融中心
INTERNATIONAL FINANCE CENTRE

香港站
HONG KONG STATION

交易廣場
EXCHANGE SQUARE

中環站
CENTRAL STATION

觀摩中心
Accreditation Centre

香港摩天輪
THE HONG KONG
OBSERVATION
WHEEL

VICTORIA HARBOUR



中西區海濱長廊
CENTRAL AND WESTERN
DISTRICT PROMENADE

PLANE

EMOTION

企業包廂
CORPORATE SUITE

START/FINISH

添馬公園
Alliance E-Village
Tamar Park Alliance E-Village

添馬公園
TAMAR
PARK

CENTRAL GOVERNMENT
OFFICES 政府總部

金鐘站
ADMIRALTY
STATION

渣打道
Chater Road

添馬道
Tamar Avenue

Gloucester Road

Tentative Pedestrian Route

* Subject to further discussion with external traffic consultants



LAND USAGE PLAN

PROPOSED EVENT LAYOUT

* Subject to further discussion with respective government departments

Restricted Area

- Storage

e-Village

- e-Village

Grandstand

- Grandstand

VIP Area

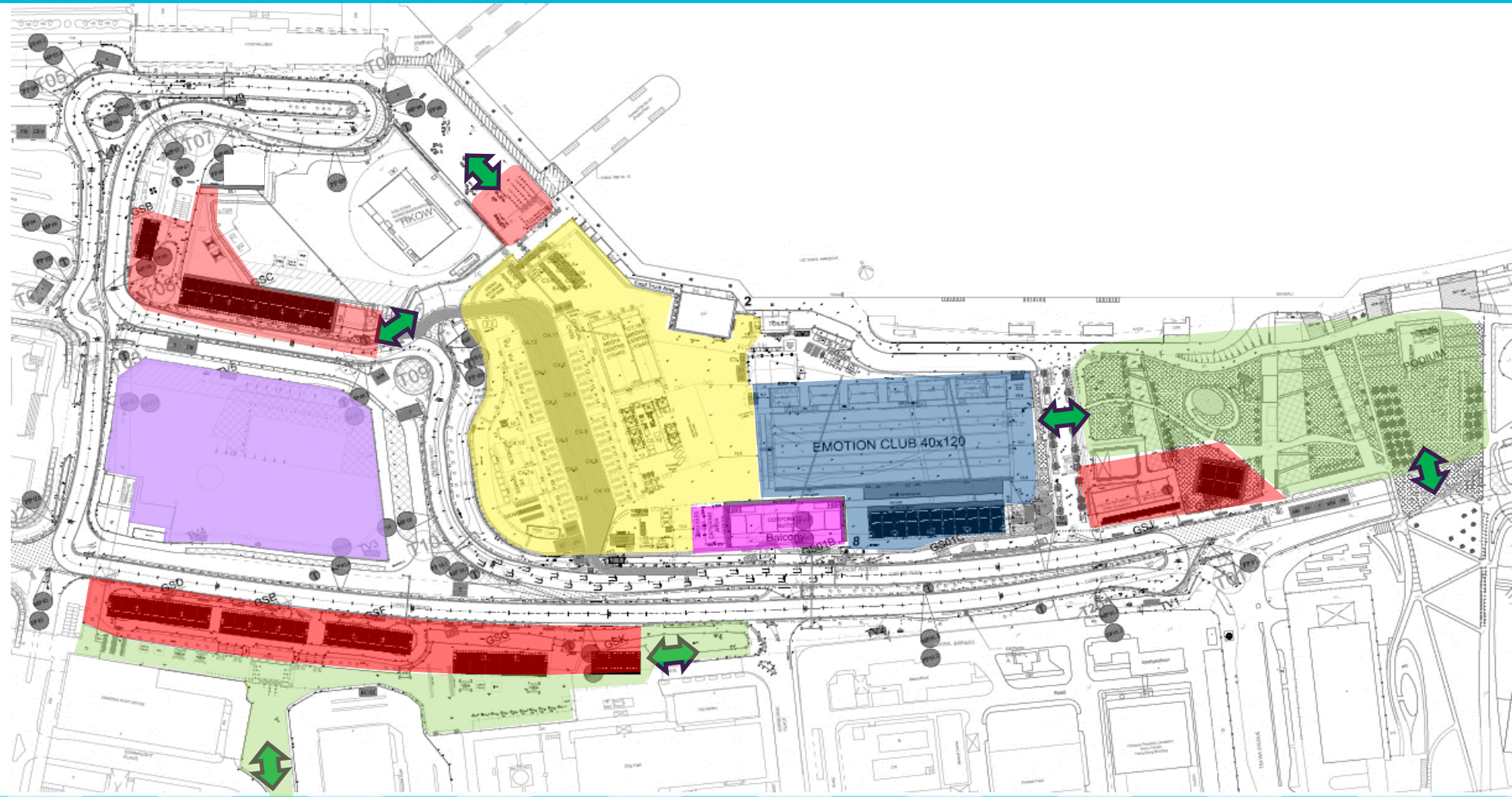
- Emotion Club

VIP Area

- Corporate Suite

Restricted Area

- Pitlane
- Paddock



PROPOSED LAND USAGE



ZONE 1A

Rental period: 5 Mar - 12 Mar 2019 (8 days)
Area: 1,500sqm



ZONE 1B

Rental period: 25 Feb - 15 Mar 2019 (19 days)
Area: 3,825sqm
Occupied area for GS/CS: 2,900sqm



ZONE 2

Rental period:
Zone 2A: 23 Feb - 20 Mar 2019 (26 days)
Zone 2B: 1 Mar - 18 Mar 2019 (18 days)
Area: 11,951sqm



ZONE 3

Rental period: 26 Feb - 14 Mar 2019 (17 days)
Area: 3,848sqm
Occupied area for GS/CS: 1,500sqm



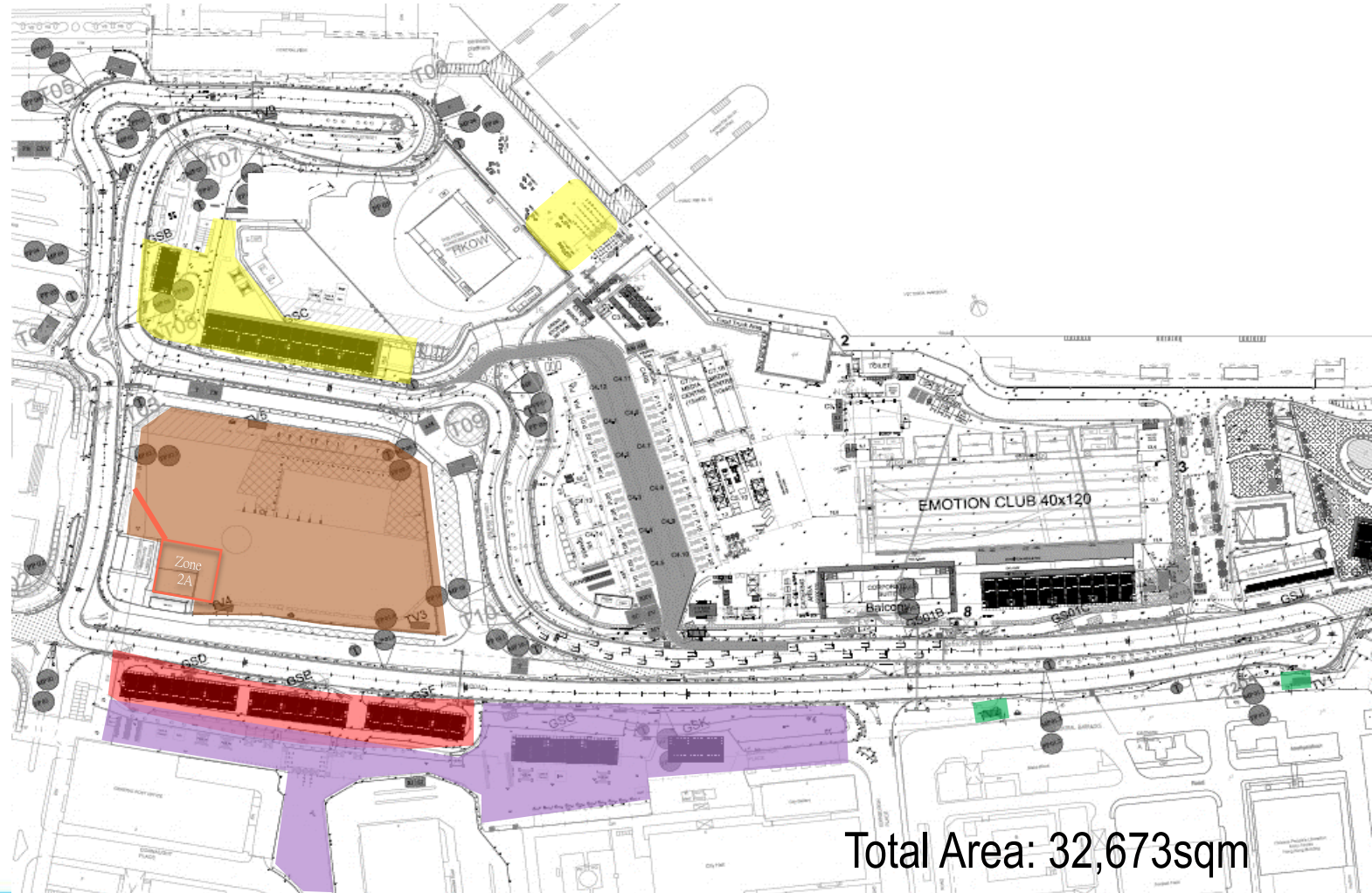
ZONE 4

Rental period: 3 Mar - 12 Mar 2019 (10 days)
Area: 11,291sqm
Occupied area for GS/CS: 1,000sqm



ZONE 5

Rental period: 4 Mar - 12 Mar 2019 (9 days)
Area: 258sqm



ZONE 1A

RENTAL PERIOD

- 5 Mar – 12 Mar 2019
(8 days)

TOTAL AREA

- 1,500sqm

AREA OF GS/CS

- N/A

USAGE

- Entrance Area
- Merchandises
- Functional Booth
- Food and Beverages



ZONE 1B

RENTAL PERIOD

- 25 Feb – 15 Mar 2019
(19 days)

TOTAL AREA

- 3825sqm

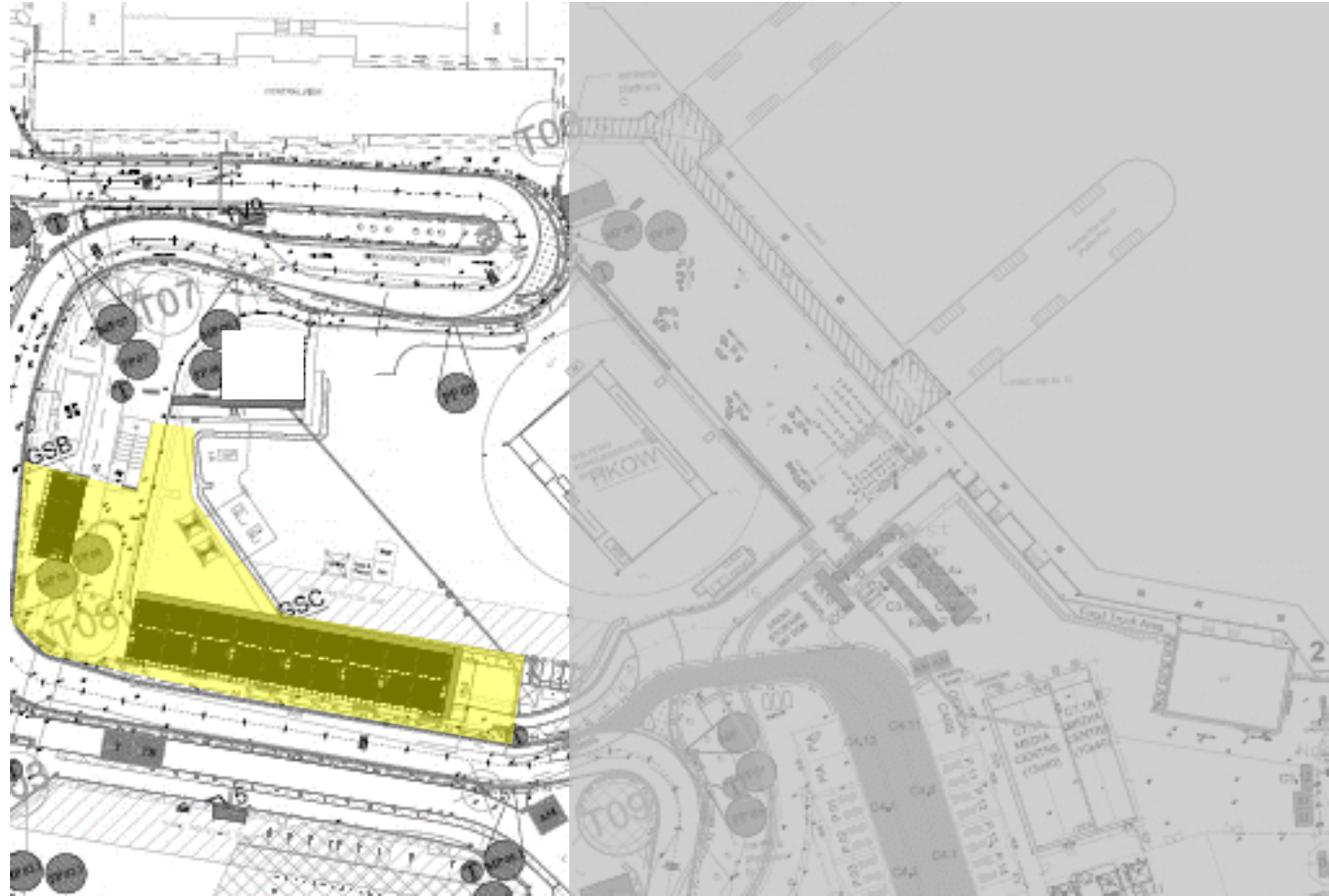
AREA OF GS

- 2,900sqm

USAGE

GRANDSTAND Ticket Holder ONLY

- Grandstand
- Functional Booth
- Food and beverages



ZONE 2

RENTAL PERIOD

- Zone 2A: 23 Feb – 20 Mar 2019 (26 days)
- Zone 2B: 1 Mar – 18 Mar 2019 (18 days)

TOTAL AREA

- 11,951sqm

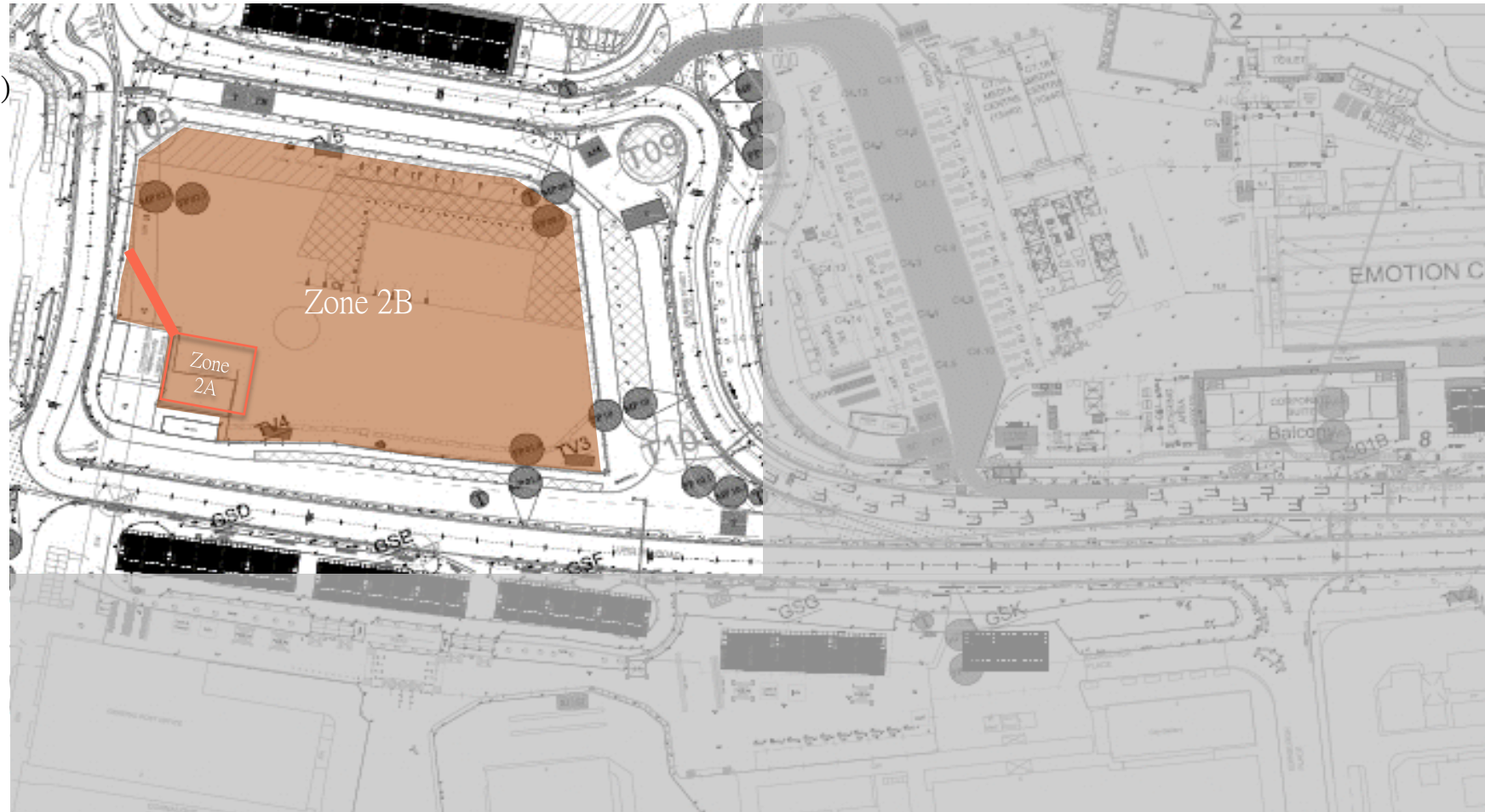
AREA OF GS/CS

- N/A

USAGE

Restricted area

- Storage
- LED SCREENS



ZONE 3

RENTAL PERIOD

- 26 Feb – 14 Mar 2019
(17 days)

TOTAL AREA

- 3,848sqm

AREA OF GS/CS

- 1,500sqm

USAGE

GRANDSTAND TICKET HOLDER ONLY

- Entrance Gates
- Grandstand



ZONE 4

RENTAL PERIOD

- 3 Mar – 12 Mar 2019
(10 days)

TOTAL AREA

- 11,291sqm

AREA OF GS/CS

- 1,000sqm

USAGE

GRANDSTAND & E-VILLAGE TICKET HOLDER ONLY

- Entrance Gates
- Grandstand
- E-Village
- Functional Booth
- Food & Beverage
- Merchandise



ZONE 5

RENTAL PERIOD

- 4 Mar – 12 Mar 2019
(9 days)

TOTAL AREA

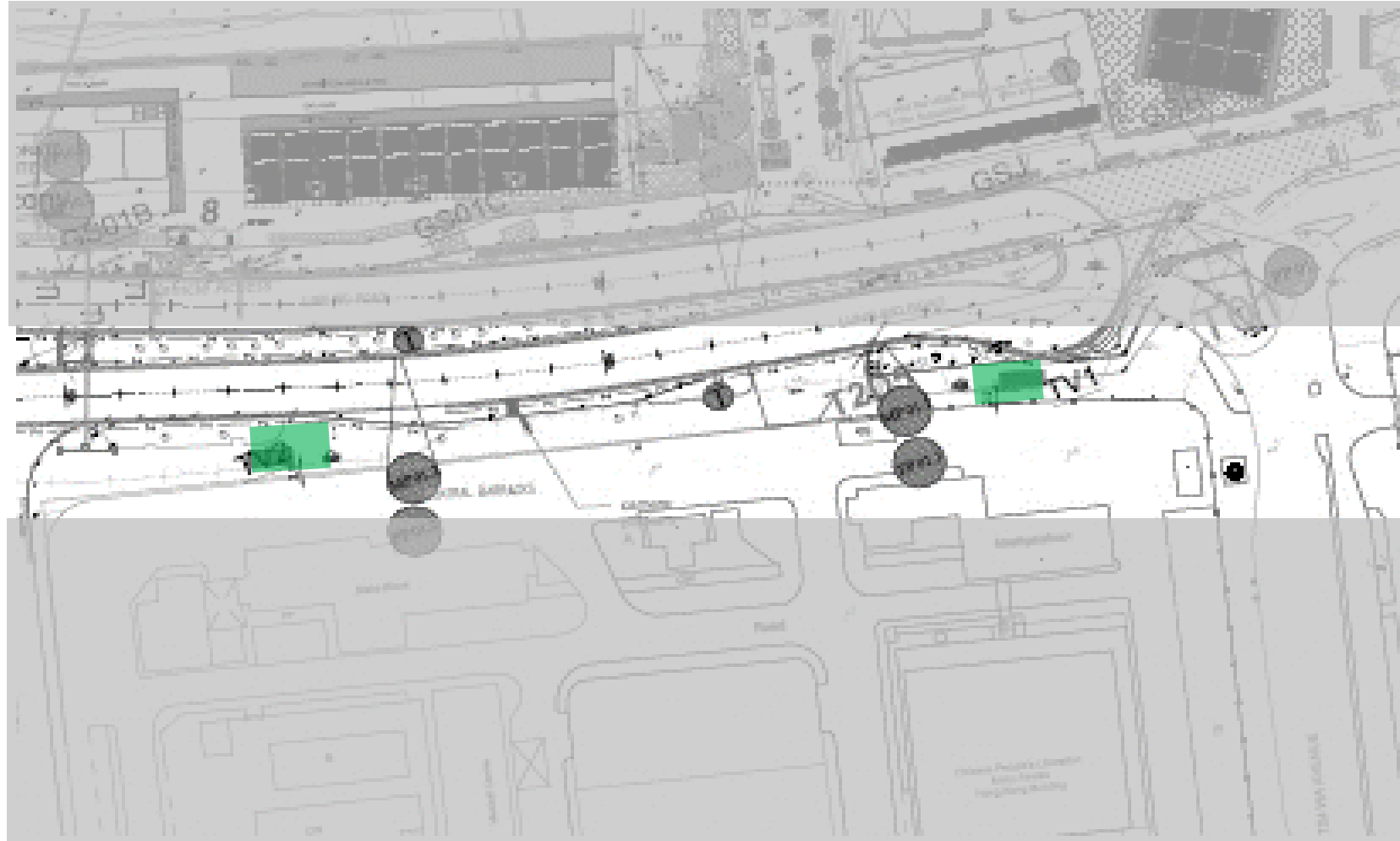
- 258sqm

AREA OF GS/CS

- N/A

USAGE

- LED Screens



BENEFITS TO HONG KONG & CENTRAL HARBOURFRONT

- 2019 Hong Kong E-Prix will utilize major roads in the Central Harbourfront area as a temporary street circuit, and will draw both local citizens and tourists to the Harbourfront to feel the vibrancy of the race.
- The pedestrian route accessibility will be designed to ensure that the Harbourfront continues to stay open to the general public for public enjoyment during the race weekend
- The race will also attract hundreds of international press, journalists and photographers from all over the world to attend the event and promote the uniqueness of the Victoria Harbour
- Staging the race under the backdrop of Hong Kong skyline and Victoria Harbour will showcase some of the best scenic features of Hong Kong to worldwide audience via international and local TV broadcast
- Spectators and racers will enjoy a perfect blend of natural environment and cityscape in the heart of the city

A large crowd of people is gathered at an outdoor event, many holding up their phones to take pictures. The crowd is dense and fills the foreground and middle ground. In the background, a city skyline with several tall buildings is visible under a hazy sky. Numerous large blue and purple balloons are floating in the air. A large screen is visible in the background, showing a racing scene. The overall atmosphere is festive and energetic.

Thank you
and
see you on track!