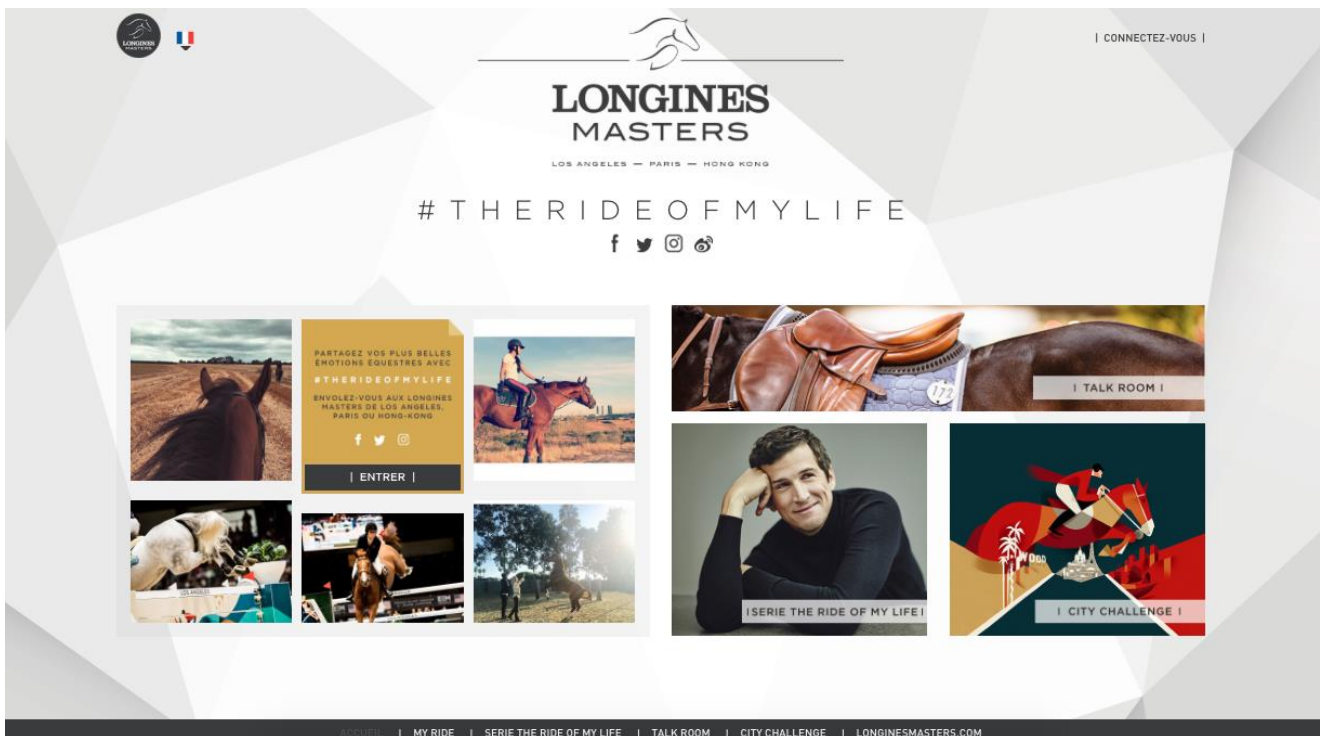


A New Digital Experience for the Longines Masters

Los Angeles - Paris - Hong Kong

#The Ride of My Life

EEM, creator and producer of the Longines Masters Series - Los Angeles, Paris, Hong Kong – has established the "Grand Slam Indoor of Show Jumping" as one of the greatest international sporting events by creating a trilogy on three continents which assembles the best of show jumping, entertainment and lifestyle under one roof. They were recently awarded the prestigious **Best Live Experience Award** for a professional sports event at the **Sports Industry Awards & Conference 2016** in Bangkok for its Hong Kong show. It is fortuitous timing to launch the new digital platform "The Ride of My Life" through which the CEO of EEM Christophe Ameeuw aims to share his passion for equestrian sports, engaging all audiences in a new Longines Masters experience.



"The Ride of My Life" – Digital Platform

In its second season, the Longines Masters Series kicked off in style in Los Angeles in early October and will continue its journey to **Paris from December 1 to 4** before concluding with Hong Kong in February 2017. It has become a key event in the sporting and cultural landscape, planned by the best specialists in each field.

The new award is further proof of EEM's success, professionalism, and innovation. The Longines Hong Kong Masters, created as a single event in 2013, competed against eleven events listed in the category "**Best Live Experience at a professional sporting event,**" some well-known as the Malaysia Grand Prix Formula E, BNP Paribas WTA Final Singapore, and Shanghai HSBC World Golf Championships. After a rigorous selection process and careful consideration, the Longines Hong Kong Masters won **awards for the quality of its lifestyle and sports experience** that the public enjoys throughout the weekend competition.

EEM continues to build, through its travels and meetings around the world, strong and lasting relationships with each of the teams which execute the events, always united around their common passion for equestrian sports but also their commitment to share new discoveries and cultural experiences across the world.

EEM PRESENTS THE NEXT SEASON OF
THE LONGINES MASTERS

WE RIDE THE WORLD



Longines Masters of Hong Kong (February 2016)

Established in 2015 at the Longines Masters, the **original documentary series "The Ride Of My Life"** reveals the personalities of the international equestrian scene, both professionals and amateurs behind the scenes where they share a key moment in their life with horses. This corresponds to the philosophy developed by the Longines Masters CEO Christophe Ameeuw.

He comments, *"The equestrian sport is a matter of taste, but there is consensus that no one can question: the beauty of the horse transcends sporting achievement and in addition to the extraordinary performance of the riders, gives a sense of wonder. That is most likely what makes jumping universal beyond the countries, cultures and communities it passes through. All over the world, sports events attract crowds and unleash passions, also encouraged by social networks, the symbols of a generation eager to share. This emotion, this dream, this delight we take in our "Masters" is our mission at EEM."*

In the first three episodes of the series, **"The Ride Of My Life," top international riders Audrey Coulter, Georgina Bloomberg and the director and French actor Guillaume Canet** take the audience for a very personal and poetic ride through their shared passion for equestrian sports.

To watch the videos: https://www.youtube.com/playlist?list=PLP3GbIOtU_vqj0UlrMCgIW2PzsDqVPajf

This series has generated **over 600,000 cumulative views on social networks** so far, and there are many new captivating episodes soon to be released. EEM looks forward to expanding its message in new and creative ways to engage an even broader audience. Created **in collaboration with lifestyle activations agency Dentsu Aegis Network Group, MKTG Paris, the new "The Ride Of My Life" digital and social platform** establishes a new space for expression and sharing for all, whether it be riding enthusiasts or those who are looking for new trends or experiences.

Each week, a **digital magazine** will be offered with articles allowing everyone to fully experience the event and its different stages. A special section **"My Ride"** will also give voice to all users who will be invited to share on social networks their finest equestrian emotions with video, photos or text.

EEM invites the public to join them on their journey, embodying the signature of the event **"We Ride The World."**

Please visit: <http://www.therideofmylife-longinesmasters.com>

EEM PRESENTS THE NEXT SEASON OF
THE LONGINES MASTERS


LOS ANGELES
SEPT 29-OCT 02 2016
LONG BEACH CONVENTION CENTER


PARIS
DECEMBER 01-04 2016
PARIS NORD VILLEPINTE


HONG KONG
FEBRUARY 10-12 2017
ASIAWORLD-EXPO

WE RIDE THE WORLD

WE RIDE THE WORLD

ABOUT THE LONGINES MASTERS

Established in three of the world's most iconic cities — Los Angeles, Paris and Hong Kong — the Longines Masters series, "Grand Slam Indoor of Show Jumping" is renowned as one of the most prestigious equestrian events in the world. Created by EEM and inspired by the Grand Slam tennis tournaments, the Series rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014. In 2015, the intercontinental trilogy became the Longines Masters. Presented by EEM and recognized by the FEI, the "Grand Slam of Indoor Show Jumping" is the ultimate challenge, with two levels of prizes:

The Super Grand Slam, a bonus of 2.25 million Euros for winning 3 consecutive Longines Grand Prix in the same season: Los Angeles, followed by Paris and then Hong Kong.

The Grand Slam: a bonus of 1 million Euros for three successive victories in the Longines Grand Prix from one season to the next, (ex: Paris > Hong Kong > Los Angeles, or Hong Kong > Los Angeles > Paris.)

These events are broadcast in more than 120 countries and reach up to 550 million households. Every edition of the Longines Masters is a must-attend event bringing together top-level athletes and amateurs alike, celebrities and corporate decision-makers from around the world, all who come to enjoy a unique experience created by exceptional moments in sport, entertainment, glamour, gastronomy and contemporary art.

Save the dates for the season two

- Longines Masters of Los Angeles: September 29-October 2, 2016
- Longines Masters of Paris: December 1-4, 2016
- Longines Masters of Hong Kong: February 10-12, 2017

Informations : www.longinesmasters.com

ABOUT EEM

EEM CEO and Founder Christophe Ameeuw and his team have set no less a goal than to reinvent the sport of show jumping. For over ten years they have been dedicated to bringing equestrian sports to the international front stage. Inspired by the legendary tournaments of the tennis Grand Slam, EEM gathers under one roof the best of show jumping, entertainment and lifestyle experience. 2009 was a crucial milestone for EEM with its revival of the "Jumping de Paris" and the creation of the Gucci Paris Masters. EEM then set off to conquer new continents, with an Asian edition which took place in Hong Kong in 2013, followed in 2014 by the first American stage of the Longines Masters in Los Angeles. In 2015 the intercontinental trilogy of which EEM is the creator, owner and organizer, became the Longines Masters "Grand Slam Indoor of Show Jumping"

Informations : www.eemworld.com

ABOUT LONGINES

Based in Saint-Imier, Switzerland since 1832, the watchmaking expertise of Longines reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as the official timekeeper for world championships and as a partner of international sports federations. Over the years, Longines has forged solid and lasting ties with the sports world. Known for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd., the world's leading manufacturer of timekeeping products. Featuring the winged hourglass as its emblem, the brand operates in more than 150 countries. Information :

LONGINES

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#LonginesMasters #WeRidetheWorld #TheRideOfMyLife

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