



19-21 February 2016 AsiaWorld-Expo

LONGINES MASTERS OF HONG KONG 2016 **Three Sensational Days of World-class Sporting Action, Entertainment and Society Glamour** *Asia World Expo – February 19-21, 2016*

Hong Kong, January 26, 2016 – The Longines Masters of Hong Kong 2016 promises to be Asia's equestrian social event of the year combining world-class showjumping, with fashion, art, Michelin-star gastronomy and entertainment for riding enthusiasts and fans of all ages - a 'place to see and be seen' when the world's most glamorous equestrian competition reaches its last leg, at AsiaWorld-Expo from February 19-21.

Hong Kong is set to be the last leg of the Longines Masters, the intercontinental series of Show Jumping which opened in Los Angeles in October and continued to Paris in December in 2015. The Longines Masters of Hong Kong is a major 'must-go' sporting event. The world's best riders and their horses will once again compete in CSI 5* classes, striving to become the victors of breathtaking competitions and unique concepts. The Longines Masters is also a unique opportunity to discover other disciplines: for the first time in 30 years, polo will be played in Hong Kong in the 4 nations Shanghai Tang Polo Cup exhibition daily matches. Friday evening will feature The Hong Kong Jockey Club Trophy followed by the unique and entertaining "Race of the Riders" where Hong Kong's best jockeys will challenge the world's best Show Jumpers!

But there is much more to this prestigious showcase than world-class showjumping.

The Longines Masters is also a chic highlight of Hong Kong's social calendar with an elegant 'Prestige Village' where the spotlight shines on fashion, art and luxury lifestyle.

The most exclusive names from the world of equestrianism, fashion and luxury are showcased in a buzzing, sophisticated atmosphere of contemporary art, saddleries showcasing latest riding apparel and kit, champagne and wine tastings, live gastronomy demonstrations, fine food outlets and live DJ entertainment.

For riding enthusiasts of all ages, The Hong Kong Jockey Club has a dedicated paddock for Master Classes providing invaluable riding tips, meet and greets with famous riders, and autograph and photo sessions.

Iconic boutiques include elegant 'Chinoise' designer Shanghai Tang, Spanish design house Massimo Dutti and a showcase of latest watch designs by Longines, the Title Partner, Official Watch and Official Timekeeper which has partnered showjumping and equestrian sports for over a century.

Designed to appeal to all the family, there is even a 'Kids Corner' to occupy the youngest ones.





Celebrity-watchers will be on the lookout for some of Hong Kong and Asia's biggest stars including the Longines Ambassador of Elegance Aaron Kwok, who is a great fan of horses.

Hong Kong's high-society will also be out in force, at prestigious ringside dining tables at the VIP Masters Club by 2 Michelin-starred Chef Yves Mattagne, the most exclusive seats in the arena with gastronomic wining & dining priced from HK\$50,000-70,000 for tables of eight for Friday dinner, Saturday lunch & dinner and Sunday lunch– with all four sessions from HK\$160,000-200,000.

Yves Mattagne is a famous television chef who has starred in shows like 'Masterchef France' and is Chef Patron of one of the best restaurants in Belgium, the 2 Michelin star Sea Grill in the centre of Brussels.

He replicates his much-lauded gourmet cuisine at the Longines Masters of Hong Kong, presenting top notch delicacies and freshest seafood from caviar and lobster to oysters, crab, foie gras and truffle on four different menus over the 3-days. Champagne, fine Bordeaux wines and souvenir photos are also included in the VIP packages.

Tickets for The Longines Masters of Hong Kong 2016 can be purchased at: www.longineshkmasters.com or <http://venue.cityline.com>. For VIP/Corporate hospitality visit: www.fastrackagency.hk.

Ticket details:

Sessions	Prestige Seats	Standard Seats
Session 1 - 19 Feb 2016, 6:00pm-12:00am	\$720	\$590
Session 2 - 20 Feb 2016, 9:00am-6:00pm	n/a	\$330
Session 3 - 20 Feb 2016, 6:00pm-12:00am	\$720	\$590
Session 4 - 21 Feb 2016, 9:00am-6:00pm	\$980	\$850

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Editors' Notes:

Official Trailer for The Longines Masters Series 2015-2016 'We Ride the World':

<https://youtu.be/DGtw5rkV2Fo>

ABOUT THE LONGINES MASTERS

Established in three of the world's most iconic cities—Los Angeles, Paris and Hong Kong—the unique Longines Masters series is recognized by the Fédération Equestre Internationale and is one of the most prestigious equestrian competitions worldwide. Created by EEM, the concept of the Masters was born in 2009 with the first edition of the Gucci Paris Masters, now renamed the Longines Masters of Paris. Inspired by the Grand Slam tournaments in tennis, the circuit rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014.

EEM

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The world's best riders and horses compete for one million dollars in prize money at each leg of the series. In addition, any rider who consecutively wins the Longines Masters Grand Prix in Paris, Hong Kong and Los Angeles will be rewarded with one million euros Masters Grand Slam Super bonus. For two successive victories, the rider will be awarded €500,000, and winners of two non-successive victories within a series of three Longines Masters Grand Prix will receive a €250,000 bonus.

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 that brings together sports enthusiasts, amateurs, celebrities and corporate decision-makers from around the world, who come to enjoy a unique experience, boasting exceptional sport, entertainment, glamour, gastronomy and contemporary art.

4th Edition (2015-2016)

- Longines Masters of Los Angeles 1st to 4th October 2015
- Longines Masters of Paris 3rd to 6th December 2015
- Longines Masters of Hong Kong 19th to 21st February 2016

5th Edition (2016-2017)

- Longines Masters of Los Angeles 29th September to 2nd October 2016
- Longines Masters of Paris 1st -4th December 2016
- Longines Masters of Hong Kong 10th -12th February 2017

ABOUT EEM

To reinvent Show Jumping! What an ambitious goal EEM CEO and Founder Christophe Ameeuw and his team have set for themselves! For over ten years they have been dedicated to bringing equestrian sports to the international front stage. Inspired by the Grand Slam in tennis and its legendary tournaments, EEM gathers under one roof the best of the sport, entertainment and glamour.

2009 was a crucial milestone for EEM with the revival of the Jumping de Paris and the creation of the Gucci Paris Masters, as it marked the beginning of their international development. EEM then set off to conquer new continents. An Asian edition took place in Hong Kong in 2013, followed in 2014 by the first American stage of the Longines Masters in Los Angeles. This first edition on the American continent was welcomed by renowned sports channel ESPN with the headline "The Next Big USA Sport".

In 2015 the intercontinental trilogy becomes the Longines Masters, presented by EEM.

ABOUT LONGINES

Longines has been based in Saint-Imier in Switzerland since 1832. Its watchmaking expertise reflects a strong devotion to tradition, elegance and performance. Longines has generations of





experience as the official timekeeper of world championships and as a partner of international sporting federations. Over the years, Longines has established solid, long-term relationships with the sporting world. Renowned for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd., the world's leading manufacturer of horological products. Using the winged hourglass as its emblem, the brand has outlets in over 150 countries. www.longines.com



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Issued on behalf of EEM by GHC Asia Public Relations Hong Kong

Media Contacts:

Ms. Olivia Pye, Senior Account Manager | English Language Media

Ms. Rita Yeung, Account Manager | Chinese Language Media

Olivia.pye@ghcasia.com | Rita.Yeung@ghcasia.com

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The elegant 'Prestige Village' shines the spotlight on fashion, art and luxury lifestyle.



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The world's best riders will compete in breathtaking competitions at the Longines Masters of Hong Kong 2016

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