

19-21 February 2016 AsiaWorld-Expo

For Release

LONGINES MASTERS A DELUGE OF STARS IN HONG KONG



Four years already! The Longines Masters of Hong Kong has become an unmissable event on the calendar for the world's top showjumpers. Around thirty of the world best riders will be in Hong Kong to compete for this Asian leg of the Longines Masters Intercontinental Series. Legendary riders, medal-winning riders, riders at the peak of their powers and riders from different generations.

Let's start with the legends, two outstanding riders who have been amazingly successful on the international circuit for three decades. Germany's Ludger Beerbaum burst onto the international scene in 1988, winning a team gold medal with a horse The Freak, a last-minute replacement for his usual horse. 28 years on, the Kaiser is still one of the most successful riders on the circuit, always in the World Top 10 and the rider with the most Championship and Olympic medals: twenty in all! Not to mention his five podiums at World Cup finals. Among his victories are four Olympic golds including the individual medal in 1992. A medal-winning record that has still not been equalled.

The other legendary rider who will be at the Longines Masters of Hong Kong won his first Olympic medal 32 years ago in 1984. A team silver at the age of just 29 on a horse that itself is a legend in Great Britain: Ryan's Son. This legendary British rider also has the gift of turning his horses into stars. Who today has not heard of the fabulous white Milton, two-time winner of the World Cup and European Champion in the early 1990s? The public in Hong Kong knows this rider well as he set the Longines Masters of Hong Kong alight last year with an historic triple that included a memorable victory in the Longines Grand Prix on Argento: none other than John Whitaker, of course! His list of victories is right up there with Ludger Beerbaum - 26 Championship podiums.

Alongside these great names in show jumping, the public in Hong Kong will also be able to see other circuit stars, including one of Hong Kong's favourite, France's Patrice Delaveau, the current World silver-medal holder. Delaveau won four of the six classes at the first Longines Masters of Hong Kong and was crowned "King of Hong Kong" by the local press! He's back this year with the major challenge of the Longines Masters Series. Following his win in the Longines Grand Prix in Paris, a second consecutive victory could scoop him a bonus prize of €500,000 and put him in the running for the Masters Grand Slam Super Bonus of 1 million euros if he wins the American leg in Los Angeles in September.

Germany's Marco Kutscher is also in the running for this challenge. Winner of the Longines Grand Prix in Los Angeles but unlucky in Paris, he could still land the €250,000 bonus for a second non-consecutive win.

We've not finished yet: there are more prestigious riders who will be competing in the Longines Masters arena in Hong Kong, including former European Champions, France's Kevin Staut and Roger-Yves Bost, Germany's Daniel Deusser, Switzerland's Pius Schwizer, at the very peak of his powers after recently winning the World Cup Grand Prix leg in Zurich, the current World team champions the Netherlands' Gerco Schröder and Maikel van der Vleuten and Simon Delestre, the World number 2 who just missed out on the number 1 spot by a few points.

It won't be raining, but pouring champions at the Longines Masters of Hong Kong, particularly when you add to the list the young Irish prodigy Bertram Allen, who at only 20 has already won some of the most important Grands Prix on the circuit - Dublin, Bordeaux, Paris - and accumulated no less than 31 international victories in 2015.

And leaving the best till last, the women, these talented riders who often upset the men's rankings: alongside Switzerland's Jane Richard Philips, the Longines Ambassador of Elegance, the public will also be able to cheer on Great Britain's Jessica Mendoza, who was in the British team at the European Championships in Aachen, and Laura Renwick, one of the fastest female riders in speed classes with no less than 87 international victories to her name in 2015, and 2 already in 2016, making her a serious contender for the Longines Speed Challenge!

In Hong Kong, the horses will be doing more than just jumping, the public will be able to see them competing in ball games too. Eight horses from the Chantilly Polo Club in France will be ridden by four players of different nationalities: France's Briec Rigaux (six goaler), Australia's Dirk Gould (six goaler), Great Britain's Georges Meyrick (six goaler) and the Argentinean five goaler, Nico Curto will be competing in the first Longines Masters Arena Polo tournament: the Shanghai Tang Polo Cup. An event within an event - after an absence of over thirty years it signals the comeback of the oldest team sport in Hong Kong.

The Longines Masters is definitely making its mark on the history of equestrian sports in Hong Kong. With this deluge of stars, it promises to be an unforgettable event.

The complete list of riders:

Patrice Delaveau
 Simon Delestre
 Kevin Staut
 Roger-Yves Bost
 Bertram Allen
 Marco Kutscher
 Ludger Beerbaum
 Daniel Deusser
 Hans-Dieter Dreher
 Gerco Schroder
 Pieter Devos
 Henrik Von Eckermann
 Maikel Van Der Vleuten
 Pius Schwizer
 Jane Richard Philips
 Jessica Mendoza
 John Whitaker
 Laura Renwick
 Emanuele Gaudio
 Joe Clee
 Piergiogio Bucci
 Ana Julia Kontio
 Pilar Cordon
 Denis Lynch
 Jacqueline Lai
 Olivier Philippaerts
 Billy Twomey
 Philippe Rozier

For VIP/Corporate hospitality visit: <http://www.longinesmasters.com/en/hospitality/5-Masters-Club-VIP-Tables>

Tickets for The Longines Masters of Hong Kong 2016 can be purchased at: www.longineshkmasters.com or <http://venue.cityline.com>.

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:

Website: www.longinesmasters.com

Ticketing : www.longinesmasters.com/en/ticketing

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

<https://youtu.be/DGtw5rkV2Fo>

The Ride of My Life web serie : <http://www.longinesmasters.com/en/masters-tv>

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.

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.

2015-2016 season

- 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

2016-2017 season

- Longines Masters of Los Angeles 29th September to 2nd October 2016
- Longines Masters of Paris 1st to 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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LONGINES MASTERS OF HONG KONG 2016*

FEBRUARY 19TH - 21ST 2016

THURSDAY FEBRUARY 18TH 2016

TIME	CATEGORY	TYPE	HEIGHT (M)	PRIZE (\$)
05:00 PM TBC		Masters Premiere		
06:45 PM TBC		Warming-up		

FRIDAY FEBRUARY 19TH 2016

TIME	CATEGORY	TYPE	HEIGHT (M)	PRIZE (\$)
03:00 PM TBC		Village Open		
03:45 PM TBC	Masters	Table A against the clock	1m45	US\$ 10 500
05:30 PM TBC	Masters	Master Class with Maikel Van Der Vleuten		
06:45 PM TBC	Masters	THE HONG KONG JOCKEY CLUB TROPHY - Winning Round	1m50	US\$ 95 000
08:30 PM TBC		Signature Session With Riders		
09:15 PM TBC		THE HKJC Race of the Riders		
10:45 PM TBC	Show	Shanghai Tang Polo Cup		
11:00 PM TBC	Live Performance	DJ session		

SATURDAY FEBRUARY 20TH 2016

TIME	CATEGORY	TYPE	HEIGHT (M)	PRIZE (\$)
09:00 AM TBC		Village Open		
10:30 AM TBC		Master Class with Henrik Von Eckermann		
11:30 AM TBC		Signature Session With Riders		
12:00 PM TBC		Public Walk The Course		
12:45 PM TBC	Masters	Airbus Trophy - Winning Round	1m45	US\$ 50 000
02:45 PM TBC	Show	Shanghai Tang Polo Cup		
03:45 PM TBC		Master Class with Alex Hua Tian		
06:30 PM TBC		Master Class with Jane Richard Phillips		
07:00 PM TBC		Signature Session With Riders		
07:45 PM TBC	Masters	LONGINES SPEED CHALLENGE - Table C	1m45	US\$ 95 000
09:00 PM TBC	Show	Shanghai Tang Polo Cup		
10:30 PM TBC	Live Performance	CASSIUS		

SUNDAY FEBRUARY 21ST 2016

TIME	CATEGORY	TYPE	HEIGHT (M)	PRIZE (\$)
09:00 AM TBC		Village Open		
09:30 AM TBC		Master Class with Joe Clee		
10:15 AM TBC		Master Class with Jacqueline Lai		
10:30 AM TBC		Signature Session With Riders		
11:00 AM TBC		Public Walk The Course		
11:30 AM TBC	Show	Exclusive show «The House of Dancing Water» - Franco Dragone		
11:45 AM TBC	Masters	Massimo Dutti Trophy - Table A against the clock	1m45	US\$ 50 000
01:15 PM TBC	Show	Shanghai Tang Polo Cup		
02:00 PM TBC		Signature Session With Riders		
02:45 PM TBC	Masters	LONGINES GRAND PRIX - 2 rounds	1m60	US\$ 500 000

* Schedule subject to change.
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