



LONGINES
MASTERS
HONG KONG

19-21 February 2016 AsiaWorld-Expo

For Release

**THRILLING CLIMAX TO WORLD'S MOST GLAMOROUS
SHOWJUMPING SPECTACULAR AT THE LONGINES MASTERS OF
HONG KONG**



Longines Grand Prix

(Hong Kong, February 21, 2016) -

Marco Kutscher Creates Longines Masters History

Germany's Marco Kutscher is the toast of world show jumping after winning today's Longines Grand Prix and becoming the first rider in history to win the Grand Slam Indoor Super Bonus presented by EEM.

He is now more than \$HK3 MILLION richer after winning today's Longines Grand Prix. In addition to his share of first prize money, Kutscher will take home a bonus cheque for 250,000 EUROS for winning a second non-consecutive Longines Grand Prix. He also triumphed in this prestigious class in

the American leg of the series last October. Kutscher, currently ranked number 18 in the world, was overjoyed with the win;

“I am now a Hong Kong millionaire,” he joked.

Kutscher has been battling illness all week end and amazingly managed to get himself together for today's main event. Adding to that there was serious pressure on him going into the final round against the best of the best as he was the last rider to enter the arena and had an ominous opponent, Kevin Staut, holding the lead with a time of 46.61 sec. “I felt very anxious going out as the last rider but I have been in this position before so that experience helped me a little bit.” Aboard his talented and magnificent bay stallion Van Gogh, Kutscher rode the round of his life to complete the challenging course in 45.16 sec and win his first ever bonus. “I have never won a bonus and it's not like everyday I win a Grand Prix so this is a tremendous thrill.”

Winning today was an extraordinary achievement by Kutscher who is the first rider to meet the challenge of winning two out of three Longines Grand Prix events in this intercontinental series that takes place in Los Angeles, Paris and Hong Kong.

Founder of this innovative series, EEM CEO Christophe Ameeuw congratulated Kutscher for historic performance. “We are ending the fourth edition of the Longines Masters of Hong Kong on a high and it is incredible to see Marco win this Grand Slam Indoor Super Bonus and great for the public here to be able to witness history and an incredible standard of sport,” Ameeuw said.

Longines Grand Prix Runner-up Kevin Staut was full of praise for Kutscher and not surprised he stole victory in the last round. “The way Marco performed in the opening round I knew it was going to be very hard to beat him,” Staut said. Italy's Emanuele Gaudio finished third (46.74 sec), current world number 2 Simon Delestre from France was fourth placed (46.76 sec) and Irish young gun Bertram Allen (47.11 sec) was fifth.

Jacqueline Lai launches her International Showjumping Career at Longines Masters of Hong Kong

Hong Kong's star rider Jacqueline Lai gave the Hong Kong JETS a special Masterclass today. With strong support from her home crowd Lai rode in great form during her first ever CSI 5 * event. She finished 20th in today's Longines Grand Prix which is the best finishing effort by a Hong Kong rider in this class since the event's inception four years ago.

Massimo Dutti Trophy

Popular French rider Roger Yves Bost broke through for a win in today's Massimo Dutti Trophy, 1m45 Against the Clock. Riding 11 year-old gelding Record d'Oreal, Bosty recorded a time of 54.87 sec to snare victory much to the delight of the crowd who have become big fans of the champion rider since he first began competing at the Longines Masters of Hong Kong four years ago. Shortly after his victory Bosty met his many fans for a signature session inside the Massimo Dutti boutique in the Prestige Village. In the Massimo Dutti Trophy he defeated Switzerland's Pius Schwizer (55.59 sec). Shwizer has had an outstanding show so far without winning. Last night he placed third in the Longines Speed Challenge behind Ireland's Betram Allen and earlier that day he was second in the Airbus Trophy won by British legend John Whitaker. Shwizer will be hoping to break through for a

much deserved first win of the show in today's Longines Grand Prix aboard PSG Future. Based on his current strong form, many believe he has a strong chance of winning the feature event of the Longines Masters of Hong Kong. Current FEI World Number 2 Simon Delestre finished third in today's Massimo Dutti Trophy riding Stardust Quinhon. If he manages to win today's Longines Grand Prix there is a possibility he will become number 1. At the Longines Masters of Paris in December he finished second in the Longines Grand Prix to Patrice Delaveau.

Exclusive Performance from artists and staff of Asia's MUST-SEE Show in Macau 'The House of Dancing Water'

City of Dreams' flagship entertainment centrepiece 'The House of Dancing Water', the spectacular water-based extravaganza envisioned by Mr. Lawrence Ho, Co-Chairman and Chief Executive Officer of Melco Crown Entertainment Limited, personally created and directed by theatrical legend and artist Franco Dragone and his Company of the same name.

Exclusive entertainment extended to a sensational performance gesture for this elegant event and ceremony. The captivating performance of motorcycle stunts tie in perfectly with the show jumpers at the Longines Masters of Hong Kong and left the tensed crowd at the edge of their seats.

The astonishing stunt riders flawlessly jumped over Massimo Dutti course obstacles while whistling crowds applauded them for the performance. The show began with an elegant and romantic dance performance followed by a nail-biting bicycle stunt performance using three tier blocks.

Rarely performing outside of Macau, and only in exclusive events, artists from 'The House of Dancing Water' provided an astonishing display of acrobatics juxtaposing the overall Longines Masters theme of 'We Ride the World'.

Shanghai Tang Polo Cup

The inaugural Shanghai Tang Polo Cup was also decided after a three-day contest between four 4-a-side teams of celebrity polo players and eight horses from the Chantilly Polo Club in France.

It was a thrilling contest between star polo players from three continents including French No. 1 Brieuc Rigaux, Australian champion Dirk Gould, Great Britain's Malcolm Borwick and Argentinean star Nico Curto. The fast-paced, dynamic spectacle marked the historic return of the 'Sport of Kings' to Hong Kong for the first time in 30 years, sponsored by luxury lifestyle brand Shanghai Tang.

Red Carpet

The star-studded red carpet had crowds rushing to greet their favourite star, Aaron Kwok, Longines Ambassador of Elegance. Aaron Kwok is a great fan of equestrian sport and was in attendance of the Longines Masters series for the fourth time in Hong Kong and is a wonderful advocate of the 6* show jumping competition. Guests also enjoyed greeting Louisa Mak, Miss Hong Kong 2016, Karmen Kwok, Miss Hong Kong 2nd Runner Up 2016; Iris Lam, Miss Friendship 2016 and model and actress, Kelly Fu.

Hong Kong's high-society was also out in force all weekend at the prestigious ringside dining tables at the VIP Masters Club with guest chef 2 Michelin-starred Yves Mattagne, the most exclusive seats in the arena with gastronomic wining & dining.

A number of socialites who enjoyed the VIP Masters Club, include former TVB actresses Winnie Yeung and her husband Simon Yeung and Jeremy and Nicola Young; one of Hong Kong's first pop singers, Joyce Lee who attended along with her husband, Ted Lee and Managing Director of The First Water Limited and Chairman and CEO of Sasa, Dr. Simon Kwok and Eleanor Kwok.

Prestige Village and activities

For the first time in the Longines Masters history, visitors also had the privilege of meeting the real stars of the competition: the horses! Stables in a Hong Kong Jockey Club Horse Pavilion offered a rare opportunity for horse enthusiasts and anyone looking for an exclusive photo-taking experience to admire these incredible champions up close.

Meanwhile, the prestigious international competition lived up its 6-star high society reputation for gathering the best of equestrian sport, entertainment and glamour under one roof with a buzzing 'Prestige Village' where sophisticated luxury lifestyle took centre stage.

Meanwhile, in an elegant 'Prestige Village', sophisticated luxury lifestyle takes centre stage, shining the spotlight on contemporary art, champagne and wine tastings and live gastronomy demonstrations alongside numerous fine food outlets. Luxury boutiques include an elegant showcase whereby Longines, the Title Partner and Official Timekeeper of the event, will present the Official Watch of the Longines Masters of Hong Kong, which is a model of The Longines Master Collection.

Fashion for men and women are presented by Spanish fashion house Massimo Dutti and luxury lifestyle brand Shanghai Tang, who will be exhibiting their latest collections for shoppers to leisurely purchase throughout the weekend. Aspiring young riders can also admire latest equestrian fashion at top-end saddleries, namely Hermes Sellier and Dy'on, while everyone else can enjoy equestrian arts showcased by the Opera Gallery and renowned French sculptor Richard Orlinski.

Attractions also included Wine Tastings by Antoine Moueix, a Champagne Bar with Baron de Rothschild, Ham Tastings with Bellota Bellota, and Pernod-Ricard Mixologist Classes by Filippo Baldan, one of the world's leading cocktail mixers.

With fun for all the family, a dedicated Kid's Club also entertained young ones with Balloon Twisting, Face Painting, Craft Area, Scavenger Hunts, Quizzes, Games & Miniature Jumps.

The buzzing atmosphere in the Prestige Village continued late into the evening with live entertainment and dancing with Iconic French DJ duo, Cassius, who performed together in Hong Kong for the first time.

"The 6-star series continues to grow from strength to strength with record-breaking attendances and the final leg in Hong Kong firmly established as a major "must-go" sporting and social event in Asia," said Christophe Ameeuw.

Announcing the next season of the Longines Masters Series 2016/2017

We look forward to welcoming you to the next season of the Longines Masters Series, the Grand Slam Indoor of Show Jumping, which kicks off in Los Angeles from September 29-October 2, continuing in Paris from December 1-4, and again reaching its Asian leg in Hong Kong from February 10-12, 2017.

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Editors' Notes:

Website: www.longinesmasters.com

Official Trailer for The Longines Masters Series 2015-2016 'We Ride the World':
<https://youtu.be/DGtw5rkV2Fo>

The Ride of My Life web series: <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 -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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