

19-21 February 2016 AsiaWorld-Expo

For Release

FAMILY FUN & ENTERTAINMENT AT THE LONGINES MASTERS OF HONG KONG 2016



*Fun for all the family twinning world-class showjumping with
entertainment for riding enthusiasts of all ages*

(Hong Kong, February 17, 2016) – After Los Angeles and Paris, the prestigious Longines Masters Series returns to Hong Kong and rolls out its red carpet from February 19-21, 2016. This showcase of world-class showjumping is of universal appeal to families and riding enthusiasts of all ages and promises a unique experience combining spectacular sporting action with

the world's best riders and horses as well as luxury lifestyle and entertainment for the whole family under one roof.

Star riders and horses will compete in the six 5* classes during the 3 days event, among them, the popular the HKJC Race of the Riders, where Hong Kong's leading jockeys will team up with the world's best show jumpers on Friday, February 19th, the Longines Speed Challenge on Saturday night 20th, the world fastest class and the Longines Grand Prix, the star event will take place on Sunday, February 21st. Part of the Longines Masters Super bonus, this class on an Olympic 1.60m technical track. Additionally, the young at heart will be able to witness the return of polo, the 'Sport of Kings', to Hong Kong for the first time in 30 years.

Indeed, show jumping is actively being encouraged among young Hong Kong riders by The Hong Kong Jockey Club, as a result of a rise in popularity following Hong Kong equestrian events for the 2008 Beijing Olympics. The Club has created a hugely successful Junior Equestrian Training Squad made up of local young riders aged 12 to 18 sponsored for two years of professional equestrian training. One outstanding graduate of the Jockey Club Junior Equestrian Training Squad is Jacqueline Lai, who will be representing Hong Kong against the world's top showjumping stars in the 5* competitions.

The Longines Masters is so much more than top showjumping! For families keen to explore other equestrian sports, the Longines Masters is launching the Shanghai Tang Polo Cup, the first polo tournament to be held in the city in 30 years. These will include celebrity polo players and eight horses from the Chantilly Polo Club from France competing to encourage Hong Kong audiences to discover that polo also goes beyond professional matches.

EEM, the founding company and organiser is opening the polo entertainment to local riders, who will be able to participate in a penalty shoot-out to qualify to play alongside the professional players.

Introductory polo sessions with wooden horses and small foot mallets will also be run for children as well as adults throughout the weekend.

Entertainment for the whole family will be available throughout the three day event. Exclusively on Sunday 21st February at 11:30am, the public will have the chance to attend a live Preview of Asia's MUST-SEE Show in Macau 'The House of Dancing Water,' by far the world's largest water-based extravaganza at City of Dreams Macau. Marking the shows first ever performance outside of Macau, the magnificent water-based spectacle draws creative inspiration from Chinese culture and is the most extravagant live production ever seen in Asia.

The event also boasts a dedicated 'Kids Club' for horses' youngest fans, which includes exciting competition classes for children as well as a range of activities that include balloon twisting, face painting, an arts & craft area, scavenger hunts, quizzes, games & miniature jumps.

While the kids enjoy the Kids Club, parents are invited to experience the 'Prestige Village,' an entertainment hub of luxury brands, contemporary art, live gastronomy demonstrations and champagne and wine tastings.

For the third year, Opera Gallery will be presenting magnificent contemporary and equestrian works of art by artists from all around the world. One of the most famous French Sculptor, Richard Orłinski, well known for his famous Red Horse at the Longines Masters of Hong Kong, will also be exhibiting his internationally renowned work.

For the fashion savvy, world-renowned luxury brands such as the Longines exhibition stand , Massimo Dutti and Shanghai Tang will all be presenting their latest collections while Hermes Sellier will showcase its equestrian leather-working skills and Mercedes Benz HK.

Champagne and wine tastings will also be made available by partners including Champagne Barons de Rothschild and Antoine Moueix Propriétés. These will be complimented by an array of live gastronomy demonstrations as well as a number of fine food outlets. For those looking for a place to relax, a Sense of Touch spa pop-up will be providing massages and manicures.

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.fasttrackagency.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:

Website: www.longinesmasters.com

Press Accreditation: http://www.longinesmasters.com/en/press_accreditation

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 series: <http://www.longinesmasters.com/en/masters-tv>

Accreditation link : http://www.longinesmasters.com/en/press_accreditation

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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John Whitaker, last year winner of the Longines Grand Prix



The HKJC Race of the Riders



The Hong Kong Jockey Club Horse Pavilion offers a rare opportunity for an exclusive photo-taking experience and to admire these incredible champions up close.



Asia's MUST-SEE Show in Macau 'The House of Dancing Water'



Polo Debut at the Longines Masters of Hong Kong

The Shanghai Tang Polo Cup



Richard Orlinski sculpture Wild Kong exposed in the Village Prestige at the Longines Masters of Paris



Designed to appeal even to the very young, The Longines Masters of Hong Kong will also include a 'Kids Club to occupy children.