



LONGINES MASTERS

EEM ANNOUNCES LONGINES AS TITLE PARTNER FOR MASTERS SERIES ON THREE CONTINENTS

ECAUSSINNES, BELGIUM (June 23, 2015) - EEM, the creator of exceptional equestrian events for the last ten years, and the Swiss watchmaker Longines, partner to the most beautiful sporting events in the world, are proud to announce the creation of the Longines Masters on three continents. Already the title partner and official timekeeper of the Longines Masters of Hong Kong and the Longines Masters of Los Angeles, Longines will also headline the Longines Masters of Paris.s.

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

"We are proud that Longines, which believes in our vision and has assisted us to succeed in Asia and then in the United States, has renewed its trust in us. This trust is further strengthened today as Longines becomes the title sponsor of the Longines Masters on three continents. This is a new era for the Longines Masters, and together we would like to continue to bring a new perspective to equestrian competitions through exceptional events that attract new audiences in France and abroad," states Christophe Ameeuw, Founder and CEO of EEM.

Mr. Juan-Carlos Capelli, Vice President and Head of International Marketing for Longines adds, "Longines is very proud to be partnering with EEM and to provide its timekeeping expertise to become the Title Partner of the Longines Masters, as well as the Official Timekeeper and Watch. Longines and EEM share common values, such as elegance, tradition and performance. Through this historical partnership and the presentation of this international trilogy, Longines is reinforcing its traditional and long-lasting commitment to equestrian sports. "

EEM's new artistic director Bruno Danto called upon Argentinean artist Max Rompo to design the events official posters featuring a modern and elegant horse and rider emblem, which will be used during the 2015-2016 season to embody the new spirit of the Masters with Longines as title partner.

The three Longines Masters events are supported by other partners including Gucci, the previous title partner of the Parisian leg for the last six years which will still be presenting the Gucci Gold Cup on all three events, as well as Airbus, Dassault Falcon, le Jockey Club de Hong Kong, Ceneca, Emirates, Massimo Dutti, Land Rover, Hyatt, Opera Gallery, Mercedes Benz, Laiterie de Montaigu, Barons de Rothschild, Shanghai Tang, Amade, Eurosport, TVB, Equidia, LA Times, The Hollywood Reporter, Le Figaro, L'Équipe, The Wall Street Journal, The Financial Times, Equestrio, Hong Kong Tatler.



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ABOUT THE LONGINES MASTERS

Established in three of the biggest 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 held in 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.

These events are broadcast in more than 120 countries and reach almost 550 million viewers. Every edition of the Masters is 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.

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

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 140 countries. www.longines.com

ABOUT EEM

To reinvent Show Jumping! What an ambitious goal Christophe Ameeuw and his team at EEM 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



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