



19-21 February 2016 AsiaWorld-Expo

For Release

Longines Masters Brings Jubilation to Paris on Road to Hong Kong

*The 'City of Light' celebrates local heroes triumphing in
the world's most glamorous equestrian competition on the second leg of the
Longines Masters Series*



(Hong Kong, 14th December, 2015) – Jubilation returned to the “City of Light” with the Longines Masters lifting spirits in Paris, which from 3rd-6th December played host to the world’s most glamorous equestrian event on the second leg of its road to Hong Kong.

With 50,000 spectators this year, the Longines Masters of Paris was delighted to see French riders taking the top two honours in the headline Longines Grand Prix, with local hero Patrice Delaveau powering Lacrimoso 3 HDC home for the winner's purse ahead of compatriot Simon Delestre riding Hermes Ryan.

With Germany’s Marco Kutscher and Van Gogh having won the American leg of the Longines Masters Series in Los Angeles, who knows who will rise to the occasion and win against the

world's top riders for the Asian leg in Hong Kong from 19th-21st February, 2016 at AsiaWorld-Expo.

The prestigious international competition continued to live up to its 6-star high society reputation in Paris, gathering the best of equestrian sport, entertainment and glamour under one roof from 3rd-6th December.

As is tradition, the opening gala of the Longines Masters was held on Thursday night. Presented this year by MIASUKI, the exciting night began with the innovative Italian brand's much-anticipated fashion show. Founded by Macanese businesswoman, Mia S. Lei, MIASUKI tailors designs for female equestrian riders. The label showcased some 40 fashion-forward outfits on a catwalk erected within the confines of the paddock making for a highly modern ambiance bathed in music and light.

The smart and the stylish who make up showjumping's extended family were welcomed in the heart of the Prestige Village. The evening continued with a musical theme with an amazing live concert by L.E.J., a young French trio who got their big break this summer when they put their cover songs on YouTube. They now have more than 600,000 Facebook fans and their videos have received over 30 million views.

A party mood shone through as equestrian fans, celebrities and royalty celebrated in the unique atmosphere that makes up the Prestige Village, which featured luxury boutiques, galleries and saddleries along with bars, lounges and food outlets where star riders lingered late into the night at wild after-parties with famous DJs. Entertainment also included The Bluebell Girls from Le Lido de Paris presenting their cabaret, Paris Merveilles directed by the famous Belgian Franco Dragone

The showjumping showdown in the French capital was even more enthralling, with France not only victorious in the Longines Grand Prix, but also the Gucci Gold Cup – where first and second places were amazingly reversed, with Simon Delestre and Chesall dethroning Patrice Delaveau, riding the young Léontine Ledimar Z *HDC.

The thrilling Longines Speed Challenge, which is uniquely contested over the same course in Los Angeles, Paris and Hong Kong, was this time won by Belgian rider Grégory Wathelet with Egano van het Slogenhof – following Bertram Allen and Quiet Easy 4's win in Los Angeles.

Christophe Ameeuw, Founder and CEO of Belgium-based EEM, creator of the Longines Masters Series comments: "The 6-star series continues to grow with record-breaking attendances of sports fans, families and celebrities – with the finale in Hong Kong firmly established as a major "must-go" sporting and social event for the equestrian community in Asia."

Tickets are now on sale for the Longines Masters of Hong Kong 2016, which will be held from 19th-21st February at AsiaWorld-Expo.

For equestrian enthusiasts looking to watch the competition in style, the VIP Masters Club by 2 Michelin-starred Chef Yves Mattagne offers the most exclusive high society seats in the arena with gourmet fine dining tables serving gastronomic menus with complimentary wine & Champagne for Friday dinner, Saturday lunch & dinner and Sunday lunch priced from HK\$50,000-70,000 – with all four sessions from HK\$160,000-200,000.

To purchase tickets to The Longines Masters of Hong Kong 2016, visit: www.longineshkmasters.com or <http://venue.cityline.com>

For corporate hospitality, email: lmhk@fasttrackagency.com.

Ticket details:

Sessions	Prestige Seats	Standard Seats
Session 0 - 19 Feb 2016, 3:00pm-6:00pm	Free admission	Free admission
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

Prestige Village Tickets

Admission to the Prestige Village will be free from Friday to Sunday for all visitors.

The free access will permit entry to the Prestige Village exhibitions, shops and activities, but a separate purchased ticket will be required to enter the main competition arena to watch the equestrian competitions and shows. However, due to capacity limitations, free admission will be limited to a first-come, first-served basis upon arrival.

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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.

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 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.

- Longines Masters of Hong Kong 19th to 21st February 2016
- Longines Masters of Los Angeles 29th September to 2nd October 2016
- Longines Masters of Paris TBC at beginning of December 2016

ABOUT EEM

To reinvent Show Jumping! What an ambitious goal EEM CEO and Founder Christophe Ameuw 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 140 countries. www.longines.com



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Simon Delestre, Patrice Delaveau and Maikel Van Der Vleuten at the Gucci Gold Cup podium.
(© Laurent Vu for EEM)



Belgian rider Grégory Wathelet and Egano van het Slogenhof leap to victory in the Longines Speed Challenge. (© Sportfot for EEM)



The MIASUKI catwalk at the Longines Masters of Paris 2015. (© Laurent Vu for EEM)



The MIASUKI catwalk at the Longines Masters of Paris 2015. (© Laurent Vu for EEM)

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