



19-21 February 2016 AsiaWorld-Expo

For Release

WORLD'S TOP SHOWJUMPERS CONTEST MAJOR CHALLENGE AT LONGINES MASTERS OF HONG KONG 2016



Young Irish star Bertram Allen triumphs in the Longines Speed Challenge as world's most glamorous equestrian event and highlight of the Hong Kong social calendar buzzes with elegance and sophistication at AsiaWorld-Expo

(Hong Kong, February 20, 2016) – The Longines Masters stepped into top gear in its Asian leg in Hong Kong today (Saturday) with one of the major competition of the world's most glamorous equestrian competition. A sell-out audience welcomed the second day of the 2016 Longines Masters of Hong Kong, enthusiastically cheering on their heroes from last year including British legend John Whitaker.

The 3-day showjumping spectacle at AsiaWorld-Expo was headlined by speed & skill with the thrilling 'Longines Speed Challenge', an incredible crowd-engaging competition against the clock.

Known as the fastest class in the world, the competition is a demonstration of speed, agility, power and precision, with faults less penalizing than in other competitions, allowing riders to achieve best results by simply being the fastest.

An identical course in Los Angeles, Paris and Hong Kong also encourages the world's top showjumpers to improve on their times from one continent to the next.

The Hong Kong public were invited to walk the unique course tonight. It was an exclusive opportunity for them to better understand the significant challenges it presents to horses and riders.

In the Asian leg, Bertram Allen triumphed to take the Hong Kong honours, clocking 58.03 ahead of John Whitaker (58.64)

The 2016 edition of the Longines Masters of Hong Kong has continued the emergence of young Irish rider Bertram Allen as one of the world's brightest show jumping stars. Allen won this evening's Longines Speed Challenge in thrilling display of speed and agility. It was one of the most enthralling Longines Speed Challenges ever staged.

Just when everyone thought world show jumping icon John Whitaker had the event sewn up the Irish young gun came along and stole the show right in the dying minutes of the competition.

Whitaker was faultless in a very fast time of 58.64 sec and remained seated in the number one chair on the winner's podium for a long time until Allen, the last rider in the arena, bumped him out of the prized seat.

Aboard Quiet Easy 4, his winning mount in the HKJC Trophy last night, Allen showed his customary speed and agility to record a time of 58.03 sec and just pip his hero Whitaker.

It was Allen's second consecutive Longines Speed Challenge win. He also won the class at the 2015 Longines Masters of Los Angeles in September. His time on that occasion was 58.91sec which until tonight was the fastest recorded for this class during the 2015/2016 Longines Masters Series.

Another highlight of the Longines Speed Challenge was local rider Jacqueline Lai who created her own history tonight by riding clear in this

class. Competing at her first CSI 5 * event Lai rode a perfect round. It's the first time a Hong Kong rider has ever gone clear in a major class at this world class event since its inception four years ago.

Her encouraging effort did not go unnoticed by the local crowd that let out proud cheers as she left the arena.

Another class on Saturday was the Airbus Trophy, and it was UK legend John Whitaker, last year's Longines Grand Prix winner who yet again triumphed a win riding his magnificent 14 year-old stallion Argento in front of cheering crowds.

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 Orłowski.

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

While the kids enjoy the Kids Club, parents are invited to experience the 'Prestige Village,' an entertainment hub of luxury brands, including beauty and massage pop up, Sense of Touch, contemporary art by Opera Gallery, live gastronomy demonstrations and champagne and wine tastings by Champagne Barons de Rothschild.

The unique ringside VIP Tables were enjoyed by Hong Kong's glamorous elite, who dressed up for the occasion to enjoy Michelin-star gastronomy by Chef Yves Mattagne, fine wines and champagne and exciting sporting action.

The buzzing party atmosphere, continued late into the night with 1,000

people enjoying live entertainment and dancing with French DJ duo, Cassius. Internationally renowned for their signature house, dance and synthpop sounds, they are in Hong Kong for the first time offering spectators the opportunity to move seamlessly from a day or sporting prowess to an evening of fun and glamour.

French iconic musical duo, Cassius took centre stage for one of Hong Kong's largest nights out of 2016 after the Longines Speed Challenge, carrying on the thrill and excitement in the Prestige Village. Known as Cassius, French duo Zdar and Boombass, performed together for the first time in Hong Kong at the Longines Masters.

The glamorous 3-day showjumping event continues today/ Sunday with the Asian leg of the intercontinental Longines Masters Series, the climax of the weekend with the Longines Grand Prix, an Olympic-level class with the world's best showjumping stars.

Guests will also experience an exclusive and unique live preview of Asia's MUST-SEE Show in Macau 'The House of Dancing Water', for the first time out of Macau. Sunday will end with a final Press Conference with the 3 winners of the Longines Grand Prix and the presence of the President of Longines Walter Von Känel and the Longines Ambassador of Elegance Aaron Kwok.

[ends]

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



Facebook
facebook.com/longinesmasters



Instagram
instagram.com/longinesmasters/



YouTube
youtube.com/longinesmasters/



Weibo
weibo.com/longinesmasters/

#LIVEMasters

Issued on behalf of EEM by GHC Asia Public Relations Hong Kong

Media Contacts:

Ms. Olivia Pye, Senior Account Manager | English Language Media

Ms. Rita Yeung, Account Manager | Chinese Language Media

Olivia.pye@ghcasia.com | Rita.Yeung@ghcasia.com



John Whitaker is the proud winner of the Airbus Trophy



Bertram Allen displays flawless execution in the Longines Speed Challenge



Bertram Allen and Quiet Easy 4 take a celebratory lap of the course



Longines Vice President and Head of International Marketing, Mr. Juan-Carlos Capelli presents Bertram Allen with grand prize of Longines Speed Challenge



Public enjoy a 'walk the course' session before the Airbus Trophy competition