

MORE ENERGY ON PROMOTION

present

ANTONIO GIOVINAZZI

ABOUT US

Media & Sport Management Ltd (MSM) represents clients in the trading, entertainment and motorsport industries.

MSM specializes in individual, corporate and team management – offering clients an array of expertise in talent management, commercial, marketing, legal, media and communication, licensing, within the spectrum of the entertainment and motorsport.

With over 30 years experience, MSM addresses the overlapping worlds of entertainment and motorsports to maximise the full potential of our clients. We are active in sponsorship acquisitions, implementing and developing advertising and commercial opportunities such as licensing programs, negotiating the sales packaging of image rights.

MSM can assist with corporate hospitality programmes in Formula 1™, as well as offering the Ferrari Experience, a unique opportunity to host an event on a real circuit with your guests or your company members driving Ferrari GT cars.

MSM has the unique opportunity to be associated with the prestige and strong sporting image as **SCUDERIA FERRARI** certified introducer.

SCUDERIA FERRARI is the most prestigious, the most successful and the most legendary motorsport brand in the world. The opportunity to join the Scuderia in a commercial or in a promotional venture is yours through **MSM**, certified introducer for **SCUDERIA FERRARI** in **Formula 1**™.

Current partners include also Motorsport celebrities such as **Giancarlo FISICHELLA**, **Antonio FUOCO** and **Antonio GIOVINAZZI**.

MSM has also business cooperation with **AF CORSE**, one of the world's most successful Ferrari "GT" Teams.

MSM is ready to assist clients who want to exploit the commercial rights of one of the world's most popular and most entertaining sport, implementing "tailored" SPONSORSHIPS through innovative programs, marketing activities, hospitality and B2B opportunities in order to create a unique brand experience that can increase clients' sales and build consumer confidence.

E THE FUTURE

OUR FUTURE IS BRIGHT, LIKE THE COLORS OF OUR LOGO.

Media & Sport Management can count on over 30 years of experience in Sponsorship Acquisition and Drivers Management but recently took a leap forward and consolidated its presence in new markets such as the Middle East, and Asia as well as getting strongly established in India.

This new strategy will bring new clients to the world of Motorsport and the sport itself to new countries.

Formula 1™ has its roots in Europe, but it is already expanding out of its original home ground to be a more universal formula than ever.

Media & Sport Management will be there, following step by step the world wide success of Formula 1™ but not only.

Investments in media and promotion work as well as general trading, guarantee Media & Sport Management, its partners and clients a future brighter than ever.





ANTONIO GIOVINAZZI IS A YOUNG AND VERY TALENTED ITALIAN RACING DRIVER. IT IS NOT BY CHANCE THAT IN 2016 THE SCUDERIA FERRARI HAS PICKED HIM TO BE THE RESERVE DRIVER FOR ITS FORMULA ONE TEAM, THE FIRST STEP TO A SPORTING LIFE FULL OF SUCCESS AND FAME. HARD WORK AT THE SCUDERIA'S SIMULATOR COUPLED WITH TESTING THE RED CARS IN VARIOUS CIRCUITS AND CONDITIONS, HAS PROMOTED ANTONIO TO BECOME AN OFFICIAL F.1 DRIVER FOR ALFA ROMEO SAUBER F1 TEAM. GIOVINAZZI DROVE HIS CAREER TO STARDOM TROUGH THE MINOR FORMULAS, SHINING IN THE INTERNATIONAL F.3 CHAMPIONSHIP AND THE INTERNATIONAL GP2 SERIES. GIOVINAZZI HAS NOW, FULFILLED THE DREAM OF HIS LIFE AND THE WISH OF ALL RACE DRIVERS SINCE THE BEGINNING OF THEIR PATH IN THE SPORT AND THAT IS TO DRIVE IN FORMULA ONE, THE PINNACLE OF EVERY MOTOR SPORT CATEGORY.





ANTONIO GIOVINAZZI

2000 Karting, National series

2006 Winner WSK Euro Trophy by 60

2007 Winner Qualification CIK-FIA KF3 European Championship

2008 2nd place Trofeo delle Industrie KF3

2009 Qualification CIK-FIA KF2 European Karting Championship

2010 Winner WSK Master Series – KF2

Winner WSK North American Series TaG Sr

2011 Winner WSK Master Series - KF2

2012 Winner Formula Pilota China Series – 6 victories

Formula Aci-Csai Abarth Euroseries - 2 victories

2013 Runner-up British F.3 International Series

2014 6th place FIA F.3 European Championship – 2 victories

2015 Runner-up FIA F.3 European Championship – **6 victories**

Winner Zandvoort Masters of F.3

2016 Antonio raced with Prema in the International GP2 series

finishing in second place with 5 wins and 3 podiums

2017 Scuderia Ferrari third and reserve driver

2018 Scuderia Ferrari third and reserve driver

2019 Alfa Romeo Sauber F1 team, Official driver





NOT JUST A MOTORSPORT TEAM.

THE SAUBER GROUP IS A HIGHLY-DEVELOPED TECHNOLOGY COMPANY THAT HAS EARNED A PROUD REPUTATION FOR APPLYING F1 EXPERTISE AND INNOVATIVE THINKING TO OVERCOME OTHER COMPLEX ENGINEERING CHALLENGES.

THE PASSION FOR RACING IS AT THE HEART OF SAUBER. THE PHILOSOPHY AND SPIRIT DEVELOPED OVER MORE THAN 45 YEARS IN MOTORSPORT – MORE THAN 25 OF WHICH HAVE BEEN SPENT COMPETING IN FORMULA ONE – IS REPRESENTED BY EVERY SINGLE ASPECT OF THE GROUP

FORMULA ONE IS A SPORT IN WHICH ONLY THE TOUGHEST SURVIVE. THE SAUBER F1 TEAM HAS BEEN A MAINSTAY OF THE FORMULA ONE PADDOCK FOR MORE THAN 25 YEARS, THANKS TO OUR ENGINEERING AND COMMERCIAL EXCELLENCE.

SAUBER Motorsport

- Operates and manages the Alfa Romeo Sauber
 F1 Team
- Operates and manages the Alfa Romeo Sauber F1 e Sports team
- Develops and manufacturesF1 race cars

SAUBER Aerodynamics

- Operates and manages
 Sauber's wind tunnel and CFD
 (computational fluid dynamics)
 facilities
- Customers: leading car manufacturers, motorsport teams and renowned companies from various industries

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SAUBER Engineering

- Operates and manages
 Sauber's additive
 manufacturing facilities
- 3D metal printing and 3D plastic-based printing processes
- Test system for **vehicle development** (suspension optimisation)



THE FIA FORMULA ONE WORLD CHAMPIONSHIP™

THE FIA FORMULA ONE WORLD CHAMPIONSHIP™ IS THE HIGHEST CLASS OF SINGLE SEATER MOTOR RACING IN THE WORLD. ITS HISTORY STRETCHES BACK TO THE FIRST WORLD CHAMPIONSHIP GRAND PRIX, HELD AT SILVERSTONE (UK) IN 1950.

FORMULA 1™ IS A MASSIVE TELEVISION EVENT, WITH AN AGGREGATE GLOBAL AUDIENCE OF 700 MILLION PEOPLE FOR EACH RACE.

IT IS BROADCAST LIVE OR DELAYED IN ALMOST EVERY COUNTRY AND TERRITORY AROUND THE WORLD, AND IT ATTRACTS ONE

OF THE LARGEST GLOBAL TELEVISION CUMULATIVE AUDIENCES, CALCULATED TO BE 2 BILLION FOR THE 2012 SEASON. TELEVISED IN 200 COUNTRIES,
THE FIA FORMULA ONE WORLD CHAMPIONSHIP™ FEATURES 19 RACES OVER FIVE CONTINENTS, WHICH ARE CONTESTED BY 11 TEAMS AND 22 DRIVERS.
IN 2010, THANKS TO THE VICTORY OF THE SPORT'S YOUNGEST EVER CHAMPION SEBASTIAN VETTEL AT AN EXCITING FINALE IN ABU DHABI, F1™ ATTRACTED
MORE SPECTATORS AND AUDIENCE THAN EVER BEFORE. WITH NEW VENUES SUCH AS SINGAPORE, RUSSIA, USA AND MEXICO BEING ADDED TO THE
FORMULA 1™ CALENDAR, THE SERIES IS GROWING, AND REACHING FAN BASES IN NEW COUNTRIES.

THE PAN-ASIAN AND MIDDLE EAST INTEREST IN FORMULA 1™ IS BOOMING, WITH SUSTAINED GROWTH IN TV VIEWING FIGURES AND HIGH DEMAND FOR NEW EVENTS.

IN ADDITION TO THE LEGENDARY MONACO GP F1 SHOWCASES SPECTACULAR EVENTS SUCH IN OR AROUND CITIES SUCH AS SINGAPORE, MONTRÉAL, MELBOURNE, SHANGHAI, BARCELONA, KUALA LUMPUR, BUDAPEST AND SAO PAULO. THE SPORT KEEPS FRESH AND VIBRANT ON A TRULY GLOBAL BASIS. THE FIA FORMULA ONE WORLD CHAMPIONSHIP™ IS THE CENTRE OF ATTENTION ALL OVER THE WORLD.



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BENEFITS

ANTONIO REPRESENTS THE FUTURE OF THE INTERNATIONAL MOTOR RACING INDUSTRY.

Investing on Antonio will guarantee a series of benefits:

BRANDING

- Great exposure thanks to branding on racing suit and helmet

HOSPITALITY

- F1™ Paddock Club passes
- Box visits
- Pit Lane access

IMAGE RIGHTS:

- Explotation of Image rights for Advertising Campaigns
- Explotation of Image rights for promotional collateral material such as catalogues, brochures, leaflets, etc.
- Explotation of Image rights for corporate events: conventions, exhibitions, etc.
- Explotation of Image rights for editorials on specialized magazines
- Explotation of photographs and/or videos for other matters (TBD)

EXTRA BENEFITS:

- Website Links
- Presence at events (autographs sessions, etc...)
- Video messages
- Meet & Greet for sponsors' clients, guests
- Specialized Communication agency support
- On Track Experience



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OUR

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