LEON EUROCUP 2016

REVIEW

Race 01 - Portugal
From the 22nd to the 24th of April, the circuit of Estoril (Portugal) hosted the rounds 01 and 02 of the Leon Eurocup 2016.

17 drivers from 10 different nationalities composed the two grids of the race weekend.

Besides the competition, the concept of the event included:

- TERRITORY TO ENJOY Marketing Activation
- Hospitality Concept and Paddock attractions
- Content Activation
Marketing Activation

/ Guest management:

- Up to 126 guests from Portugal enjoyed in Estoril an hospitality concept including:
  - Circuit and Paddock access
  - Tent with attractions in the Paddock
  - Lunch and open bar at the Hospitality
  - Box Tour and Grid Walk by SEAT Sport
  - VIP Laps (Selected Guests)

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>GUESTS</th>
<th>From:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portugal (Saturday)</td>
<td>55</td>
<td>Importer / Dealers / VIP’s / Marketing Agreements / Press</td>
</tr>
<tr>
<td>Portugal (Sunday)</td>
<td>71</td>
<td>Importer / Dealers / VIP’s / Marketing Agreements / Press</td>
</tr>
<tr>
<td><strong>TOTAL GUESTS</strong></td>
<td><strong>126</strong></td>
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</table>
Marketing Activation

/ SEAT Portugal Activation

- Successful invitation to the event of the main Brand Ambassadors and Local Lifestyle Celebrities.

- Guests were invited to the Hospitality and to VIP Laps co-driving the Cup Racers with Portuguese driver Lourenço Beirao.
SEAT LEON EUROCUP 2016
Review – Race 01 / PORTUGAL

Marketing Activation
/ Impressions
Activation – CONTENT

/ During the Leon Eurocup event SEAT has published in YouTube Channel:

1. Teaser 2016 Season

   ![Season Teaser 2016](image)

   - 1145 views

2. Live Streaming on Youtube

   ![Livestreaming of Races](image)

   - Race 01 → 2451 views
   - Race 02 → 2013 views
Communication

/ Output for Media and SEAT Sport APP

From the days before the start of the competition till the end of the race weekend, the following Press Releases and APP specific information have been published:

<table>
<thead>
<tr>
<th>Content</th>
<th>Date</th>
<th>Media Center</th>
<th>APP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estoril Preview</td>
<td>19/04</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Race 01 Report</td>
<td>23/04</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Race 02 Report</td>
<td>24/04</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Weekend Report</td>
<td>24/04</td>
<td>X</td>
<td></td>
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</tbody>
</table>

Media Agreement

MARCA Jaime Puig Intrv. 22/04
Communication

/ SEAT Sport Social Media Management

SEAT SPORT Social Media Management during Race Weekend

<table>
<thead>
<tr>
<th>Platform</th>
<th>Period 21/04 to 25/04 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>Facebook Posts - 23, Likes - 1394, Comments - 15, Shares - 172, Reach - 56.796, Views (Video) - 1.442</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>Twitter Posts - 47, Impressions - 32.984, Retweets - 90, Favs. - 151, Engaged - 983</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>Instagram Posts - 17, Likes - 1640, Comments - 2</td>
</tr>
</tbody>
</table>

/ Highlights

Tough Monday? Make it better with #SEATeurocup... 35 "M'agrada" - 730 visits

Estoril Statements 2nd RACE Seat Leon Eurocup 23 "M'agrada" - 817 visits

Engines warm for SEAT Leon Eurocup 2016 in... 130 "M'agrada" - 3,534 visits
Thanks for your attention