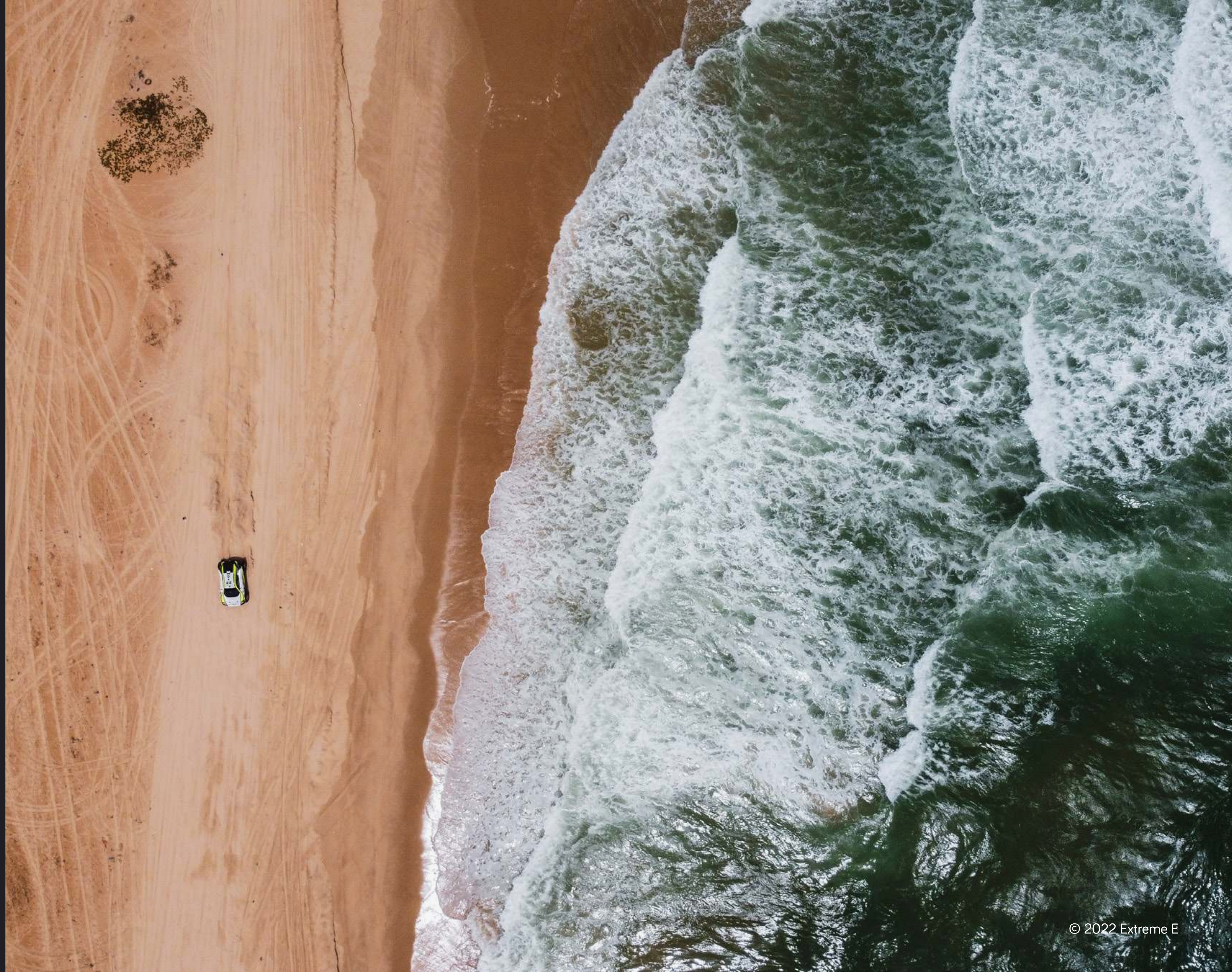




**HOST LOCATION
OPPORTUNITY**



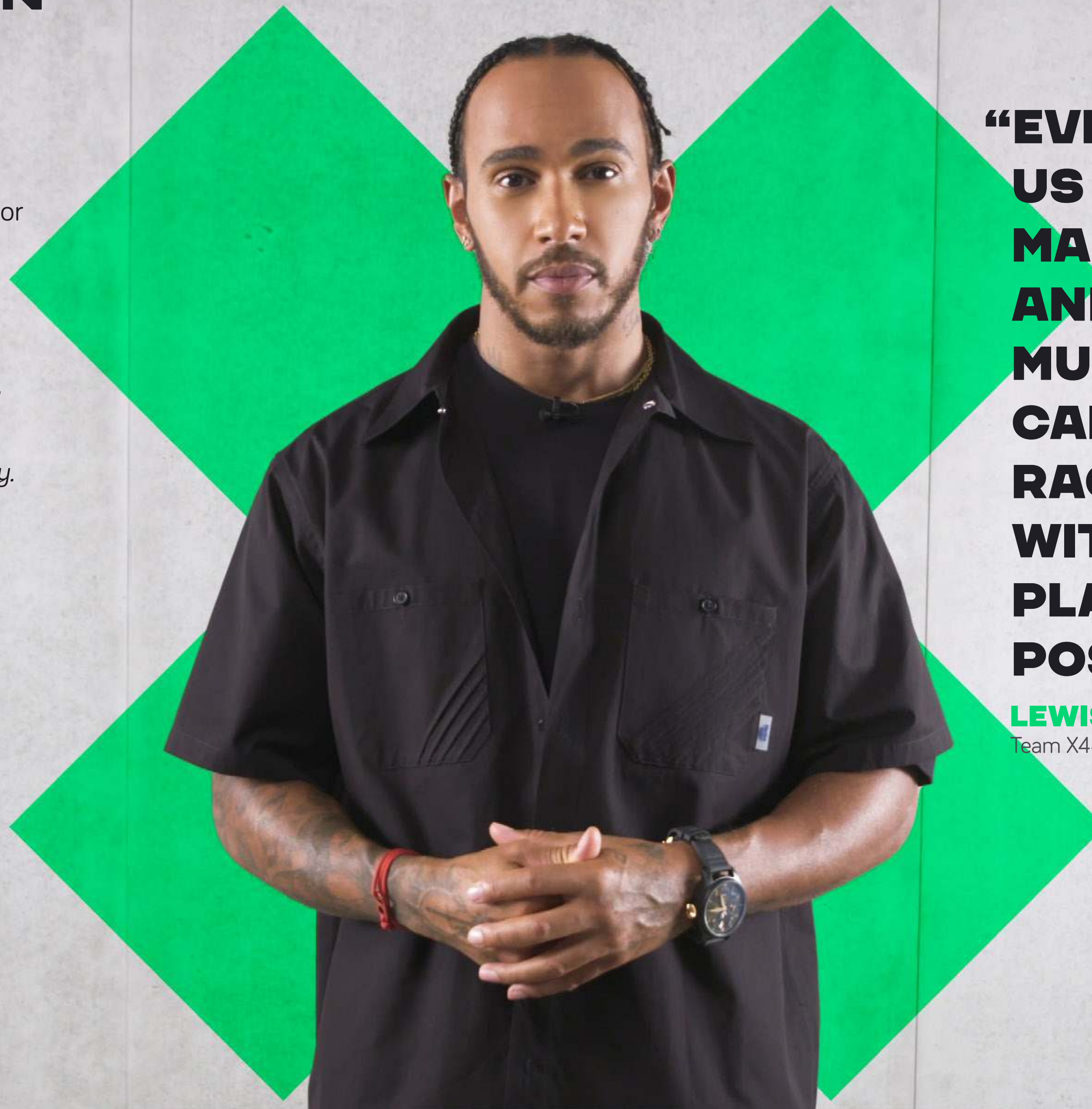
LEWIS HAMILTON CHAMPIONSHIP AMBASSADOR

- Lewis Hamilton is the global ambassador of Extreme E & X44 team founder.

Team X44:

“As Founder of X44, I am looking forward to building my team around important values such as sustainability and equality. None of us are perfect and we all have improvements to make, but I am excited to use our platform to highlight the most serious issues facing our planet and the solutions we can all be part of.”

Lewis Hamilton



“EVERY SINGLE ONE OF US HAS THE POWER TO MAKE A DIFFERENCE, AND IT MEANS SO MUCH TO ME THAT I CAN USE MY LOVE OF RACING, TOGETHER WITH MY LOVE FOR OUR PLANET, TO HAVE A POSITIVE IMPACT.”

LEWIS HAMILTON

Team X44

“CLIMATE CHANGE IS REAL. IT IS HAPPENING RIGHT NOW, IT IS THE MOST URGENT THREAT FACING OUR ENTIRE SPECIES AND WE NEED TO WORK COLLECTIVELY TOGETHER AND STOP PROCRASTINATING.”

LEONARDO DI CAPRIO

Actor & Environmentalist

GREEN REVOLUTION

What is Extreme E?

Extreme E is a sustainability-focused all-electric off-road series. This fast-paced series offers the perfect platform to showcase innovation and the drive towards a greener revolution.

Breaking Down Barriers

The stance taken by Extreme E on gender equality and sustainability puts the series at the forefront of discussions around positive change. With a 50/50 male and female driver line-up, Extreme E sets the standard for gender equality.

PURPOSE LED SPORT

Sport unites the world. 24 of the 25 most watched programmes on TV have been about sport. This provides Extreme E with a platform to create global awareness around the issues of climate change.

Racing in previously damaged locations, Extreme E aims to race without a trace, whilst working to showcase the ability of E-SUVs.



TEAMS

Whilst Extreme E showcases some of the most talented drivers in the world, the series has become a significant driving force for the promotion of the capabilities of electric vehicles.



X44 Founded by Lewis Hamilton, multiple Formula One World Champion.



SR Led by 2016 Formula One World Champion Nico Rosberg, an evolution of Team Rosberg.



acciona Sainz First team to complete the Dakar Rally with a 100% electric vehicle



AD Spearheaded by Adrian Newey.



ABT CUPRA Championship winning DTM and Formula E Team.



XITE ENERGY RACING Xite Energy Racing powered by myenergi enters the championship in 2021.



McLaren McLaren Racing entered Extreme E in Season Two.



JB XE Founded by Jenson Button, 2009 Formula One World Champion.



ANDRETTI UNITED EXTREME E Championship winning American racing team.



HUMMER EV GANASSI RACING Multiple time IndyCar championship winning team.

TALENT REACH

Extreme E has unrivalled talent and a massive fan base, skewing to OTT & streaming platforms.

- 20% of global audience expressed to be an avid electric motorsport fan*
- US has 52m electric sports fans, half of them express to be avid fans*
- +50% of electric motorsport fans watch live content via OTT and streaming platforms.

COMBINED TALENT HAS **+50M** SOCIAL REACH



LEWIS HAMILTON

Combined reach
32m Followers



NICO ROSBERG

Combined reach
6.2m Followers



JENSON BUTTON

Combined reach
5m Followers



EXTREME E SOCIAL PLATFORMS

Extreme E has a strong presence on 12 social platforms reaching a global audience.

1M TOTAL FOLLOWERS

284M IMPRESSIONS

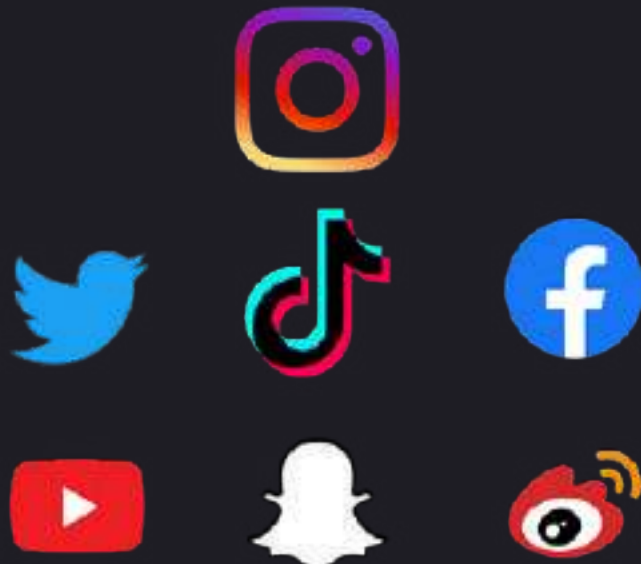
10M ENGAGEMENTS

141M VIDEO VIEWS

ACTIVE PLATFORMS



GLOBAL
AUDIENCE
PLATFORM



33,000+ articles in 2021 in publications such as: The FT, Forbes & BBC

Mass social and digital footprint (est on >10 platforms)

Specific sustainability storytelling

Global Broadcast & Digital Footprint

GENDER EQUALITY

Marking a world first in motor racing, Extreme E has seen each team field both a male and female driver – promoting gender equality and a level playing field amongst competitors.

Each race includes two laps, whereby each driver completes one lap behind the wheel of the ODYSSEY 21 E-SUV. A changeover is incorporated into the race format, and it's up to the teams to determine their driver selection strategy.



LEAVING A LEGACY

Our Legacy projects aim to leave a positive impact on local communities.

Some examples may include:

- STEM educational support
- Clean power generation
- Wind
- Solar
- Tidal
- Hydro
- Charging infrastructure
- Forestry replanting
- Environmental landscaping

Our Legacy Deck contains further details of this.



WORKING ALONGSIDE THE LOCALS

Extreme E works with the local communities in the event locations and provides them with the opportunity to play a crucial role in a major international sporting event. In doing so, locals have the opportunities to provide fundamental services and play a role in the green revolution.





S.1.0 **SEASON 1** **IMPACT &** **REACH**

ECONOMIC IMPACT

Extreme E's inaugural Desert X-Prix in Saudi Arabia produced a staggering economic impact, including €47 million into the local economy.

As the series has grown throughout the first year, Season 2 promises to further the strong economic performance.

€47M 

The Saudi Arabia X Prix provided strong boost to the local economy, delivering a total of €47.12M for the host city through the direct spend that filters down into other sectors. (Direct, Indirect & Induced)

€600K 

300 hospitality guests travelled to Saudi Arabia, adding a further €600K to the tourism sector.

€33M 

Media coverage of the event provided an opportunity to showcase Saudi to a global audience, generating €32.9M.

€4.4M 

Extreme E invested heavily into hosting a spectacular event in Saudi Arabia, spending €4.37M in the process.

516 

516 people travelled to Saudi Arabia specifically for the X Prix. (250 hospitality guests and 266 staff across both Extreme E and its teams).

€242K 

This was supplemented by the teams, who spent a total of €242,722 in country on logistics and accommodation.

KEY FINDINGS -
DESERT X PRIX

Broadcast and secondary media performance of the Extreme E Desert X Prix, which took place in AlUla, Saudi Arabia, between 3-4 April 2021.

18.7M TOTAL BROADCAST AUDIENCE

TOTAL
LINEAR TV
AUDIENCE



11.9M

TOTAL
DIGITAL
STREAMING
AUDIENCE



6.8M

TOTAL
BROADCAST
AUDIENCE



18.7M

HOUSEHOLD
REACH



894M

TOTAL
BROADCAST
HOURS



1598
HRS

LIVE
BROADCAST
HOURS



257
HRS

NO. OF
BROADCAST
MARKETS



51

ONLINE
PRESS
ARTICLES



5,219

ONLINE
PRESS
POTENTIAL
READERSHIP



1.6BN

NO. OF
ONLINE
PRESS
MARKETS



95

TOTAL
SOCIAL MEDIA
POTENTIAL
IMPRESSIONS



1.4BN

SOCIAL MEDIA
VIDEO VIEWS



52M

TOTAL
SOCIAL MEDIA
ENGAGEMENTS



24M

The background of the slide is a dramatic, low-angle shot of a sandstorm or a massive explosion. A thick, billowing cloud of sand or dust rises from the bottom right, filling the lower half of the frame. The sky above is a hazy, brownish-grey, suggesting a dusty or smoky atmosphere. The overall tone is gritty and intense.

S.2.0 **EVENT** **REQUIREMENTS**

SHIP SPECIFICATION

The St Helena will arrive approx. 20 days before the race and depart approx. 10 days after the race.

It contains 73 20ft containers with several 10ft containers along with 11 ODYSSEY 21 E-SUV, 1 tractor and trailer, 2 buggies (all loose) and other equipment.

Whilst in port, the St Helena accommodates up to 150 staff and guests.

Requirements:

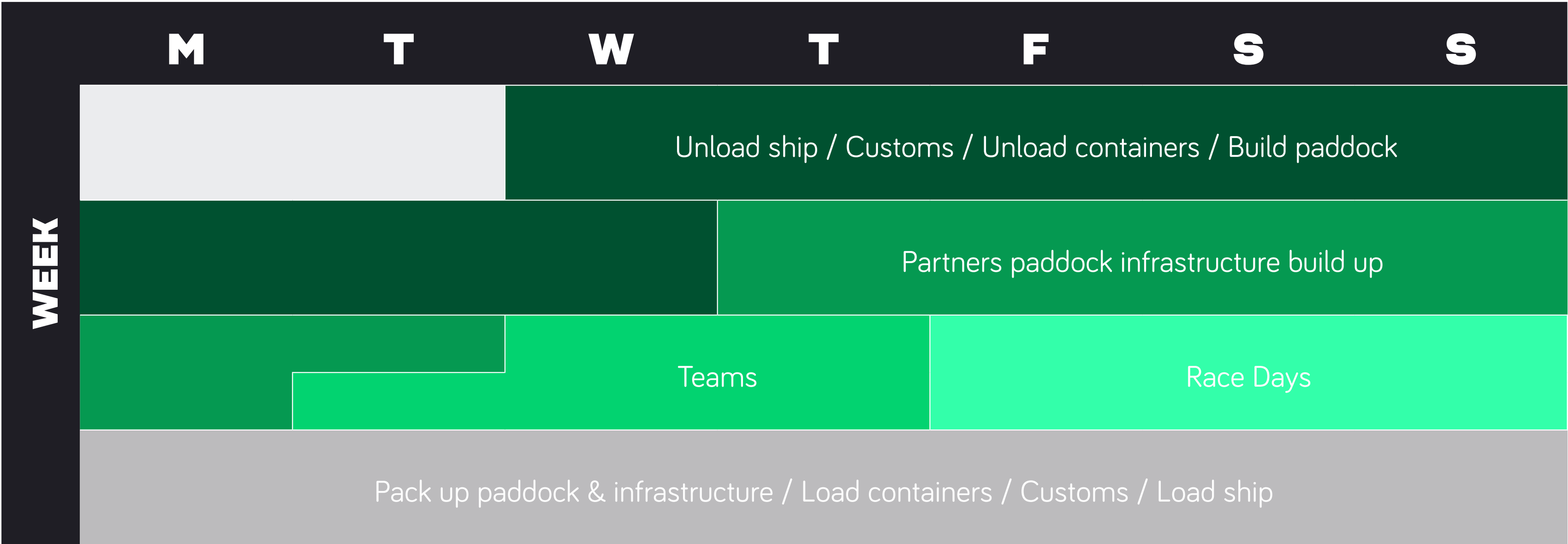
- The ship is 110m long with a 6m draft
- Port suitable to berth the St Helena within a two hours drive of the race location
- Port machinery for unloading 73 containers. Minimum 13-15 tonne port crane capacity required (Although the St Helena has it owns cranes, port cranes are generally a more efficient way of unloading/loading)
- A port experienced in handling international goods and customs
- Unrestricted access to the ship required for Extreme E logistics team



RACE BUILD CALENDAR

The event timeline is around 26 days including three days of racing: Friday Free Practice, Saturday Qualifying & Sunday finals.

Main crew and drivers will be required for the full 6 day on-site racing activities and build up. Additional crew and ship staff will be on site for the entire 26 day timeline.



ACCOMMODATION

The Extreme E event will attract up to 500 international attendees including teams, staff, media and guests.

Attendees will travel by road to their accommodation and to and from the course.

Local accommodation options may include hotels, motels, guest houses, apartments, suitable barrack or student type accommodation units including both single or twin share arrangements.

These options should be within 2 hours of the course location. Local transport solutions will be required.



SPORTING & MEDICAL

An introduction to, and support from, National Governing Body of Motorsports in the country is required. Extreme E works with the local ASN for necessary race permits and to supply officials and marshals.

The region must have a suitable hospital including a major trauma specialist unit. The hospital should be able to receive a patient by helicopter if necessary and be within a 30 minute flight time from the course location.





67.0958°N - 50.2167°W
RUSSELL GLACIER
5KM

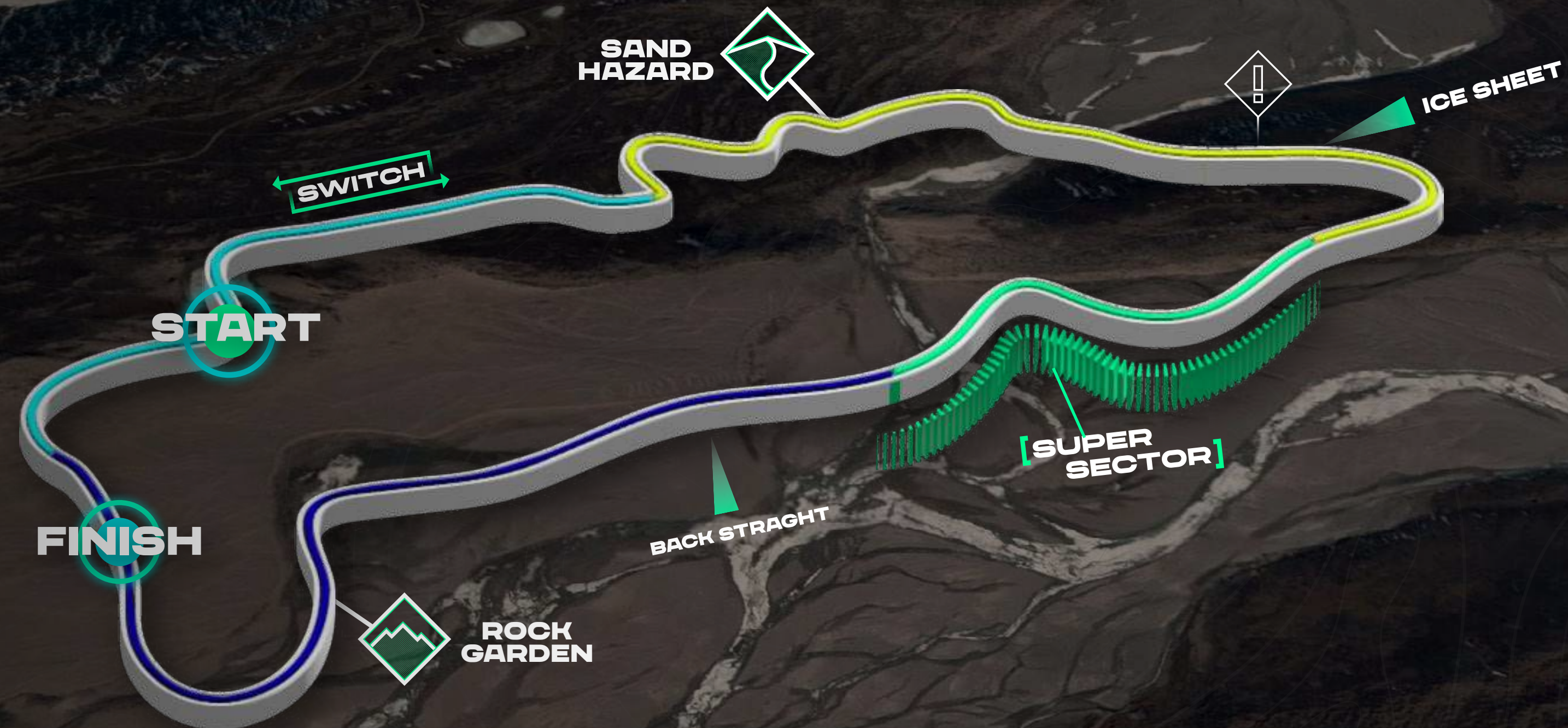
COURSE LOCATION

Consideration should be given to the proposed environment including vegetation, fauna, wildlife and any fragile terrain.

Preference should be given to privately owned or uninhabited areas, or locations where Extreme E will not adversely impact local activities.

Preference should be given to land that has similar uses i.e. existing vehicle movements or manmade reinstatement e.g. farmland, riverbeds, sand dunes. These areas will not be adversely impacted or can be reinstated from the impact of hosting an Extreme E event.

- A land area with terrain suitable for off-road, side by side, multiple lap racing
- A 3-7km lap course with varying features and difficulty
- Suitable ground conditions for racing i.e. not dusty or boggy



67.0095°N - 50.7212°W

KANGERLUSSUAQ
26KM

RACE VILLAGE

An area that includes the paddock (team garages), race control, operations, broadcast and welfare facilities. The structures are inflatable Air Shelter tents pegged into place.

Paddock Area: 200m x 50m

TV Compound: 50m x 50m

Race/Event Control/Media/Medical: 50m x 50m

Teams and Crew Catering: 60m x 30m

- An area suitable for race infrastructure installation
- Ideally flat and clear of debris
- Adequate drainage
- Road access suitable for artic lorries
- Car parking for 200 vehicles



HOSPITALITY AND CATERING

Our hospitality area hosts up to 200 guests and dignitaries.

- Flat area approx. 100m x 50m
- Ideally located close to the paddock
- Suitable access road
- Parking for 100 vehicles

Extreme E requires on-site catering for up to 700 people during race week. We aim to use local catering companies and produce. Extreme E requests an introduction to a local catering company that:

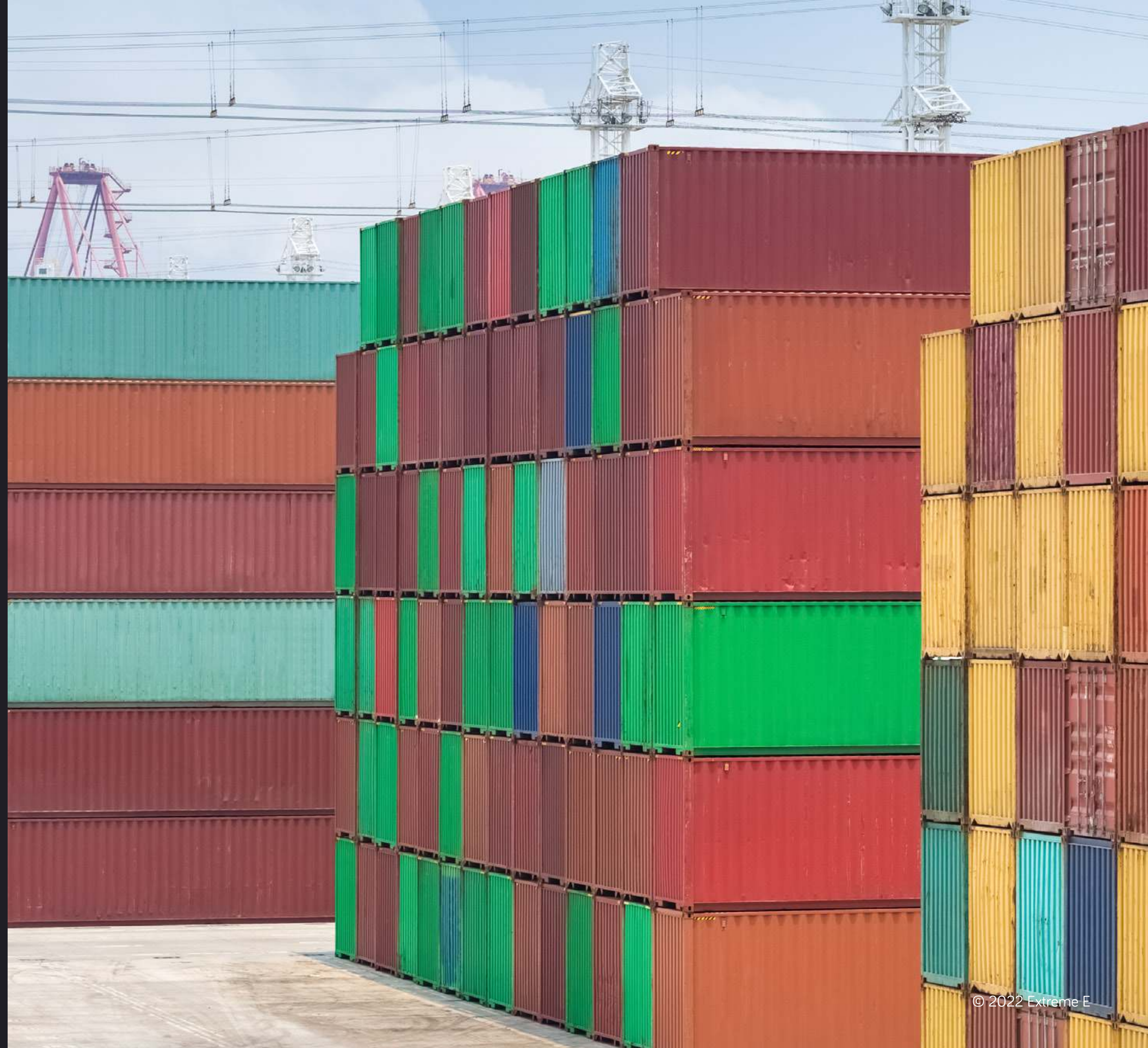
- Is proven delivering to large events
- Holds necessary local food hygiene certification
- Caters for all dietary requirements
- Supplies all equipment



STAGING AREA

Ideally located within 30 minutes of the course. All shipping containers will be delivered and unloaded here and moved by truck to the course area in line with the production schedule.

- A secure, flat, robust area no less than 150m x 50m
- Area capable of grounding and unloading 73 20ft shipping containers with forklift movement
- Safe road access suitable for artic lorries



PERMITS AND PERMISSIONS

Necessary permits or licences from the various governing bodies (Extreme E must apply) to be granted permission for producing a broadcasted motorsport event. Examples of such permits/licences include:

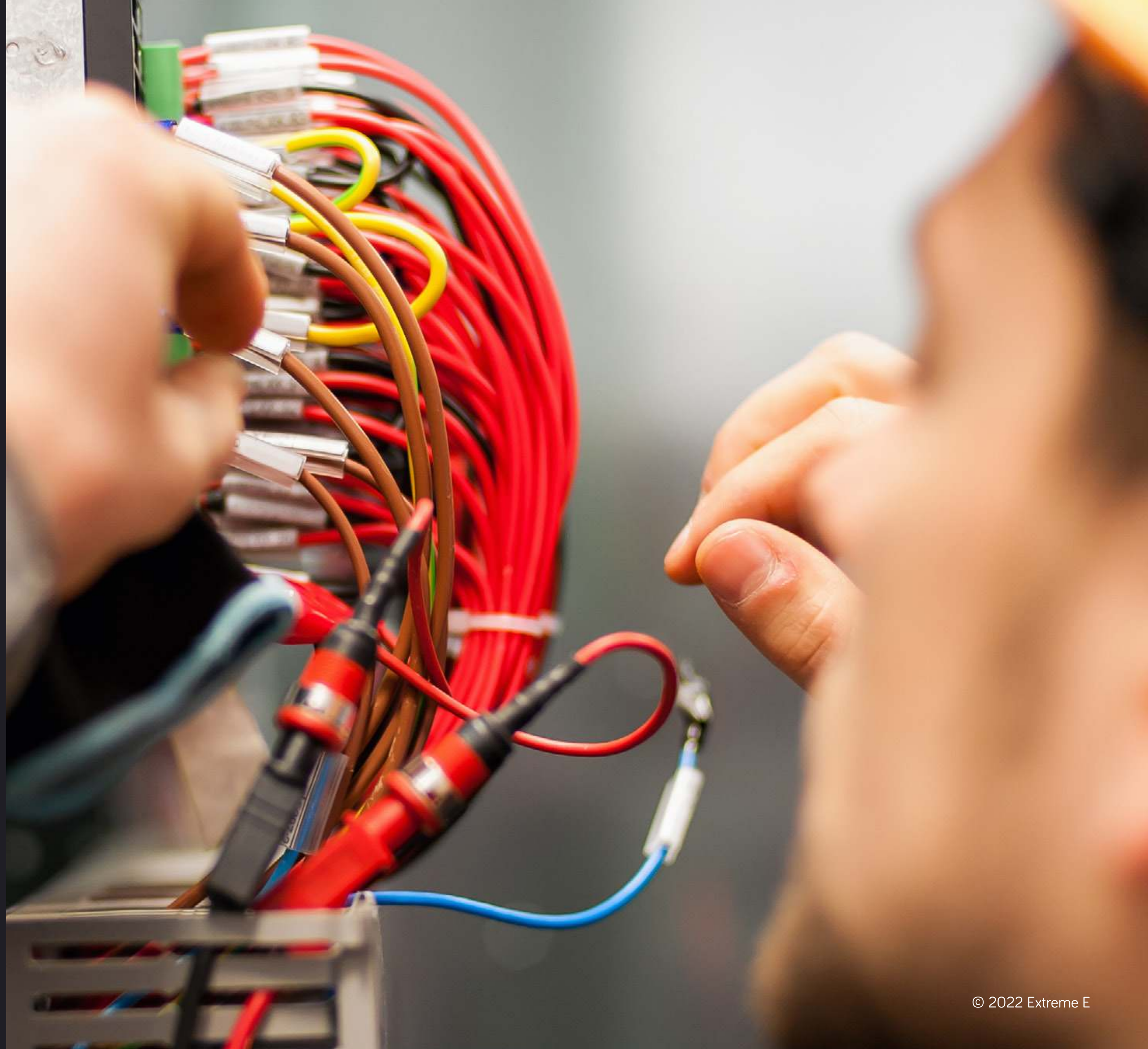
- Venue agreement
- Land permissions
- Permits
- Environmental agency approval
- Government or local authority event licence inc. food, beverage and alcohol
- Drone operations permit
- Filming and broadcast licences
- Radio frequency licence



LOCAL SERVICE REQUIREMENTS

Extreme E uses several local service providers. Required introductions of local, reputable providers of the following services include:

- Internet service provider to deliver 300 mbps upload/download to the event site
- Security
- Traffic management
- Recycling and waste
- Portable toilets
- Security fencing
- Truck and plant hire
- Water supplier
- Stage or platform installation
- Vehicle hire



THANK YOU

Get in touch:
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www.extreme-e.com

What is Extreme E

<https://vimeo.com/603986700/096ba95aa9>

Legacy

<https://vimeo.com/413679668>

Equality

<https://vimeo.com/413671819/e89f95e60f>

