

WE HAVE
A GOOD PLAN
FOR APRIL
2020!

As you may know, Hanoi will be hosting its first ever F1 Grand Prix in April 2020!

We*, as a group of car enthusiasts and Vietnam lovers, strongly believe it is a wonderful opportunity to share our passion with open-minded individuals coming from all over the world.

We considered that the best way to do so was to craft a very unique international event: a tailor-made Roadtrip from Ho Chi Minh to Hanoi, from Saturday 11th to Sunday 19th of April 2020.

Ladies and gentlemen, it is a real pleasure to introduce:

*DragonBall** is crafted by a group of international petrolheads and Vietnam aficionados. It is a trade mark belonging to Infinity-Group, which fundamental goal is to «create memories».

**Why did we call this event DragonBall? Because: Dragon represents nobility and power in Vietnamese mythology, two characteristics that fits perfectly with the philosophy of DragonBall. The common use of the suffix "Ball" for Roadtrip-related events is a reference to Mister Erwin George Baker, aka "Cannon Ball", a motorcycle and automobile racing driver, famous for his record-setting point-to-point drives in the early 1900s, inspiring many leisure driving events.



DRAGONBALL
DESTINATION F1

DRAGONBALL DESTINATION F1

DragonBall is the largest organised Roadtrip in Vietnam with a squadron of 80 classic, electric, luxury or supercars such as McLaren, Lamborghini, Ferrari, Aston Martin, Porsche, Maseratti and Bentley... on a 7 days tour of Vietnam in April 2020.

These ultra high net worth individuals from all over the world will bring with them high-end cars, with which they will travel across the country.

A cumulative media value over 1million usd, over 1,800KM of vietnamese open roads, live music, parties and the awesome sight of over 100,000 spectators in a frenzy ambiance.

Infinity-Group presents this annual exclusive car event which has now also led to international events such as the F1 Grand Prix....

**... It is DragonBall, it is epic, it's passion,
it's breath taking and you should be part
of the adventure!**



DRAGONS ACROSS VIETNAM

DragonBall aims to be a moment of pleasure and offers the opportunity to the Dragons, the participants to escape.

For a week during the event, they'll be fulfilling their love for cars, creating memories, enjoying in the finest way possible, and relaxing while meeting other inspiring individuals in an awesome country that is Vietnam.

Our Roadtrip is crafted as an exclusive end-to-end luxury travel experience, with each and every detail conscientiously arranged by our team to make sure everything is taken care of :

Our 7-days-unique-route, from Ho Chi Minh to Hanoi, has been meticulously studied and devised by true professional driving enthusiasts. It's been designed to let the Dragons enjoy some of the best roads Vietnam has to offer (with destinations kept secret from the dragons).

With 1,800 km crossing through vietnam, expect nothing but the best panoramas, the deepest feeling of freedom...

To complement and complete the experience, along the drive the Dragons will stay in hand- picked luxury retreats.





IT WILL BE, UNDOUBTEDLY, THE MAJOR EVENT OF 2020 IN VIETNAM

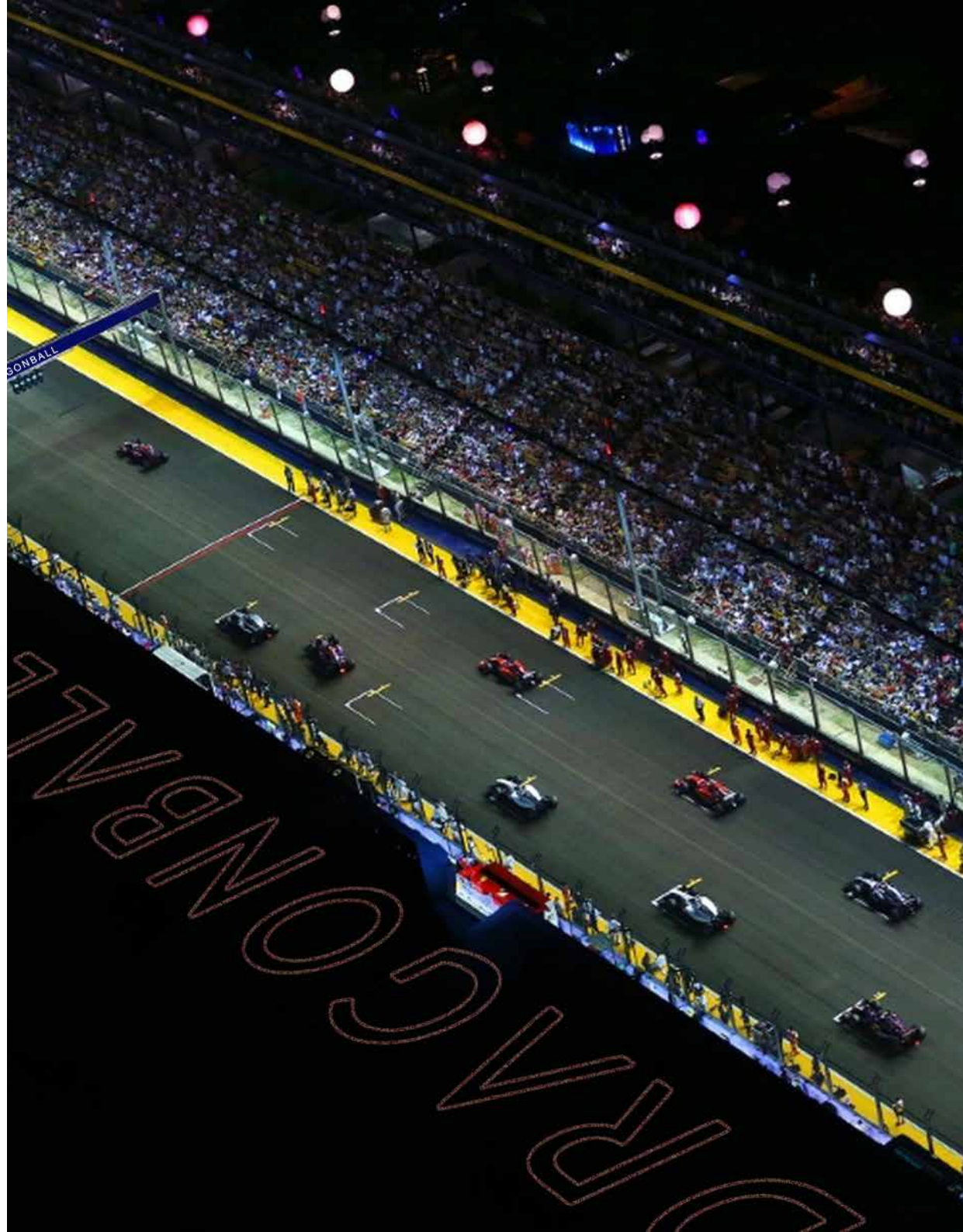
We will be welcomed in Hanoi, on the F1 Grand Prix site, in the pinnacle of Formula 1 hospitality: The Dragons Nest !

It's an exclusive luxurious area with dedicated service, the Dragons will enjoy their first ever Vietnam-hosted Grand Prix in the finest conditions.

Beside the privileged viewing position and the video walls that will allow us to follow the entire race, it will also give us a close-up insight in the fantastic and exclusive world of Formula 1.

Dragon Nest includes

- VIP access to the Formula 1 Support Race Paddock
- Exclusive Formula 1 Pit Lane and paddock tours
- Open mixology bar and all day refreshments
- Gourmet culinary experience with pairing wines
- Prime view of the race and pit lane
- Driver appearances, and visit of surprise guests
- Access to the circuit and privileged parking
- Actually under negotiations circuit tours on the driver parade truck and trial with professional pilots



FROM FELLOWSHIP TO CAMARADERIE

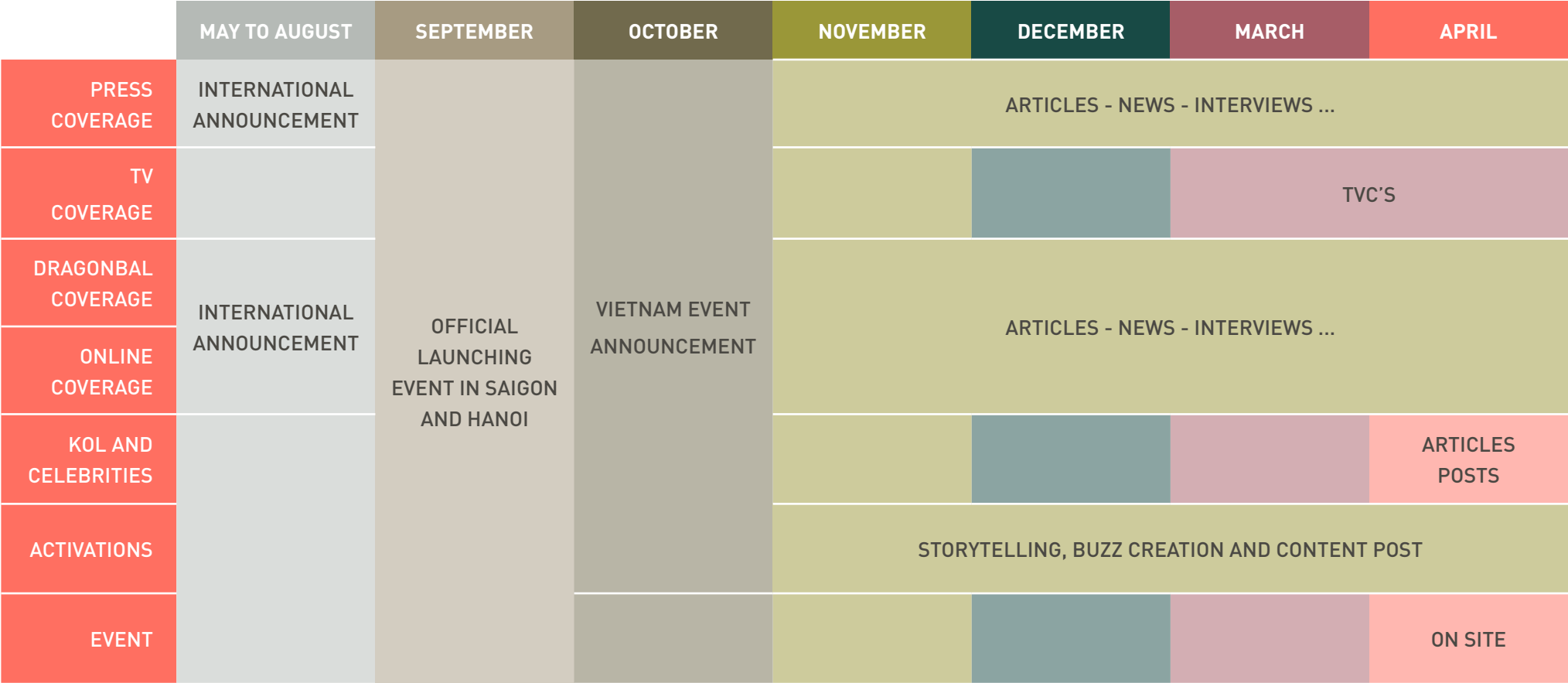
Spending an average of five hours driving a day, in Vietnam, cruising in convoy of amazing cars driven by fellow Dragons car enthusiasts, along inspiring roads will allow to bond with each other, definitively.

DragonBall is the perfect occasion to share about driving passion with other international Dragon teams, coming from all over the world.

The instant and growing camaraderie between Dragons, based on a common passion and a common will to embark on an unforgettable event, are what makes "The Squadron" and the journey so exclusive and intensely enjoyable.



TIMELINE



DRAGONBALL 360 DEGREE MEDIA COVERAGE

DragonBall covers all aspects of media relations and attracts dozen and dozen of both local, nationwide and international journalists. On top of these promotional efforts, our team is composed by marketing & social media specialists who will maximize your exposure in the medias.



PRESS COVERAGE

Content

Printed articles, printed advertisement, online articles, online advertisement, posts on online pages and social media.

Main press partners

Oriental Media Vietnam

Other press partners

Forbes, VN Express...



TV COVERAGE

Content

Event broadcast, TV commercials, interviews, press conference coverage, event announcement, Tv show and news report

TV Partners

VTV, Yeah 1, K+



DRAGONBALL COVERAGE

Content

Static banner on website, Facebook posts, Interviews, activation coverage articles, interviews, posts, videos, photo reports

Other Online content

Youtube, Twitter, Instagram...



ONLINE COVERAGE

Content

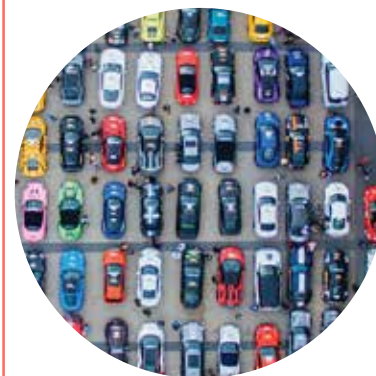
Articles, interviews, posts, videos, photo reports, banners

Main Online Partners

Zing

Other Online pages

Website and social Media : K+, VTV, Yeah 1, DB...

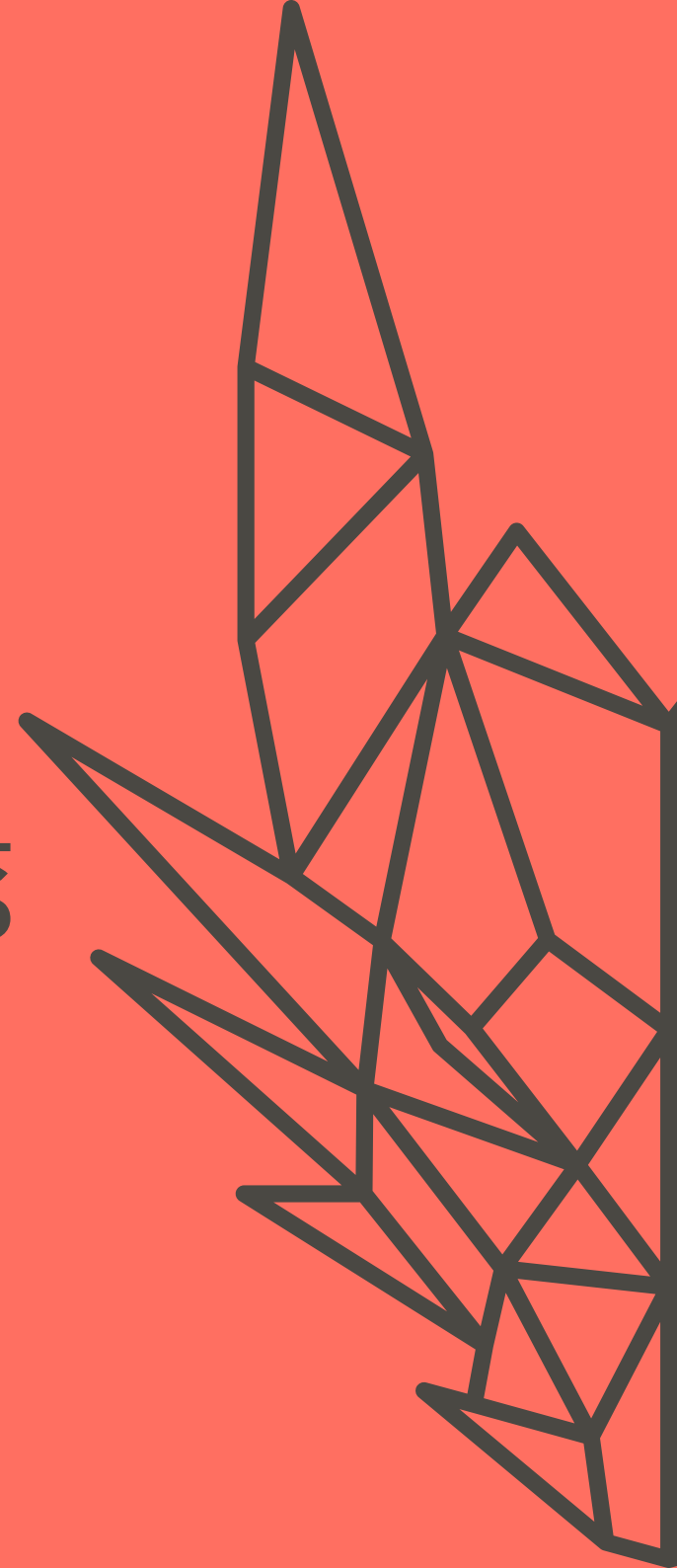


EVENT ON SITE

On-site communication supports:

- Cars
- Banners, Posters
- Canvas / Covers
- Booth
- Staff and hostesses outfits
- Sound system covers
- Stage outfit
- Starting / Finish line
- Photocall
- Crowd control...

DRAGONBALL SPONSORS



DRAGONBALL SPONSORS BENEFITS

10

FORMULA 4 PACKAGE USD 20,000

- Marketing Kit
- Sticker logo on cars (10 cm)
- Logo on starting and finish line formula 4 Area
- Advertising panels (3m x 1m) along the Start and finish line;
- TVC's or infomercial displayed on the starting and finish line giant screen;
- Logo on printed material: posters, photocall...
- Logo on DragonBall Vietnam website, in the sponsor section with link to the Sponsor website;
- Logo on DragonBall social media pages;
- Giftbag: Possibility to put some promotional gift or advertising in the giftbag remitted to the team;

5

FORMULA 3 PACKAGE USD 35,000

F O R M U L A 4

+

- Logo on starting and finish line formula 3 Area
- Sticker logo on cars (20 cm)
- Logo on advertising pages in the press (paper).
- Extra 30 seconds TVC or infomercial broadcasted on giant screen on the start line;
- Logo on DragonBall social media pages (Facebook, Twitter, Instagram...);
- Logo in banner on social Media partners website and social press media

2

FORMULA 2 PACKAGE USD 50,000

F O R M U L A 3

+

- Extra advertising panels (3m x 1m) along the Start and finish line;
- Logo on starting and finish line formula 2 Area
- Sticker logo on cars (30 cm)
- TVC'S on Yeah 1 and K+ as a sponsors
- Booth 10 square meters
- Logo on DragonBall social media pages and onlines partners (Facebook, Twitter, Instagram...);

1

FORMULA 1 PACKAGE USD 100,000

F O R M U L A 2

+

- 2 invitations for the Hanoi Grand Prix and access to the "Dragons Nest"
- Extra advertising panels (3m x 1m) along the Start and finish line;
- Sticker logo on cars (50 cm)
- Logo on starting and finish line (F1 area)
- Logo on all printed material;
- Booth in the brand village: 25 square meters in a central position;
- Logo on the Team Kit: outfit...
- Booth 25 square meters
- Logo on all the TVC's (yeah 1, K+, VTV)
- Logo + Mention on Event Trailers broadcasted;

SPONSOR BENEFITS OVERVIEW

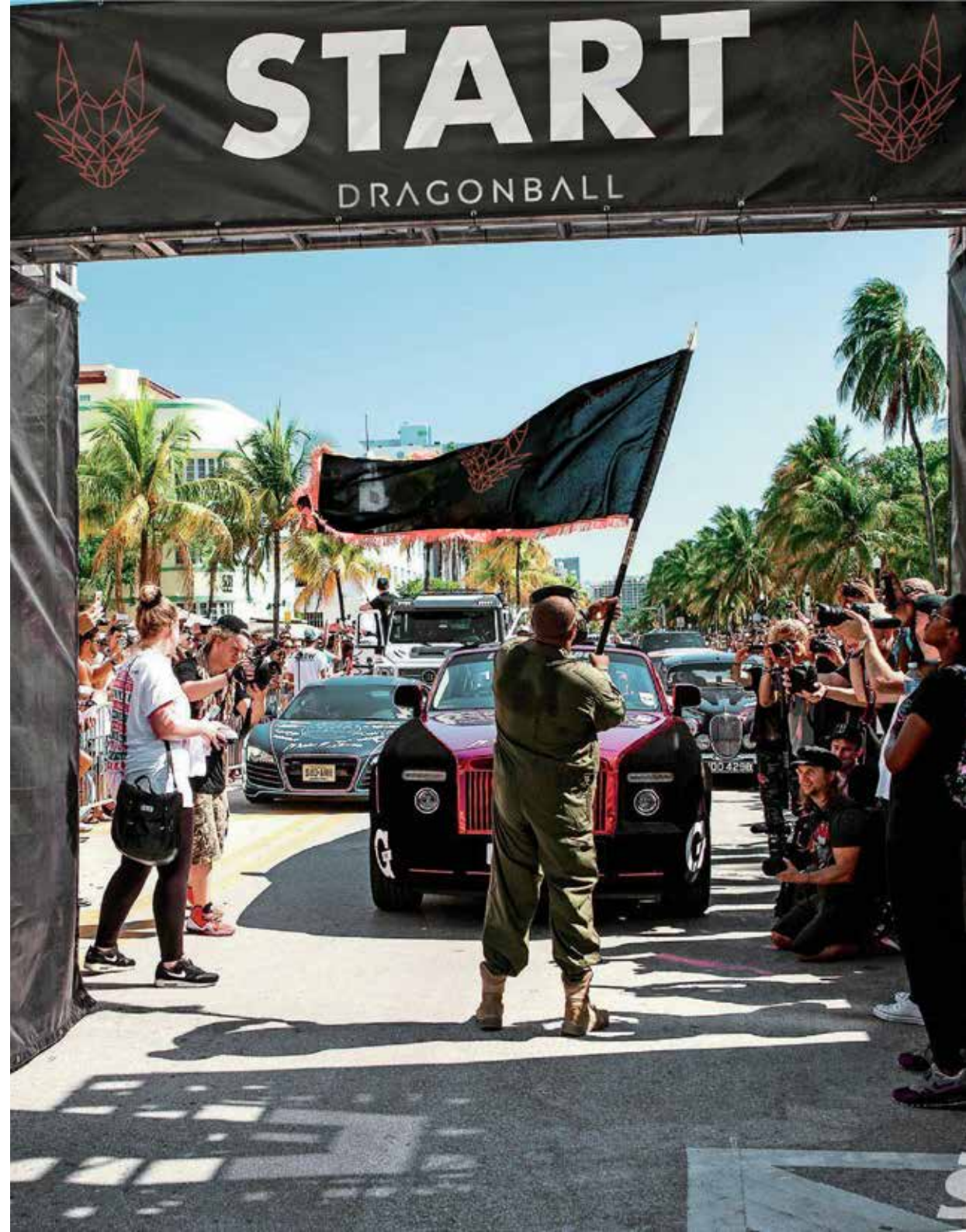
THE PROMISE

- An original communication mean that enhances value creation
- Benefit from national to regional media coverage
- Associate your image to a reference event
- Gather your collaborators, premium clients as well as Vietnamese individuals to experience your brand differently
- Reach untapped market segments
- Strengthen brand awareness, notoriety and visibility

SPONSORS BENEFITS

- Meet peoples among your core target customer and get them to experience your brand and products
- Make effective sales, on the event days and afterwards
- Get consumers and potential customers to experience your brand and products
- Spread your brand values
- Be associated to the first legal Roadtrip occurrence in Vietnam, organized and safe
- Activate your products and create a viral buzz
- Get exposure associated to celebrities and KOL attending DragonBall
- Invite your top customers to a unique experience

DragonBall is all about the experience. It is a unique opportunity to do some branding, but above all to get consumers, prospects and customers to get a product and brand experience, creating a bond that will favor brand loyalty and preference.



CUSTOMER REACH¹

Given the event core feature, DragonBall address 2 types of customer segments:

The Dragons (DragonBall participants)

The Dragons by definition owners of classic, electric, luxury or supercars. As such, their profile is ultra high income individuals, men (80%) and women (20%), that are interested in luxury lifestyle, cars, Formula 1 and holiday experience. The Roadtrip will also attract celebrities and KOL, These participants are the core target for luxury products and strongly influence the local consumers. As such, they ensure both to catch people attention, but also to reach a much wider customer segment.

Ultra high net worth individuals, celebrities, opinion leaders

- A,
- Male, female Bias
- **Age:** 20-35
- Median Age: 27
- **Interests:** Cars, Charity, Dining Out, Food, Investments, Luxury Goods , Sport , Technology, Travel.
- 60% International, 40% Vietnamese



CUSTOMER REACH2

Core spectators - Audience

Attracted by the event core features and influenced by the above targets, these consumers represent a much wider market segment. The event attendees reached through the media are men (55%) and women (45%), from 15 to 35-years-old, with an average local income, displaying cool and trendy features and demanding for new experiences. They represent a large customer segment suitable for mass market products and brands.

100,000 Spectators expected

- Mainly families – car enthusiasts, locals in towns.
- Slight male and female bias
- A, B, C1, C2
- Age: 6 – 80
- Free family event so it attracts a very wide audience
- **Interests:** Cars, Children's Activities, Consumer Brands and passionate, Family, Outdoor Events.



EXPECTED REACH

Taking into account the very high Internet, mobile and social media penetration rate in Vietnam, as well as the expected attendance of Vietnamese celebrities and KOL at DragonBall, we expect the following reach:

- Goal 80 Teams (60% International, 40% Vietnamese) with 2 participants minimum per team
- 100,000 Spectators over the week end
- 200,000 Facebook Fans
- 2 Million viewers (TV, Youtube channel)
- 100,000 followers on Instagram
- 20,000 Followers on Twitter
- Extended reach through KOL and celebrities attending / participating

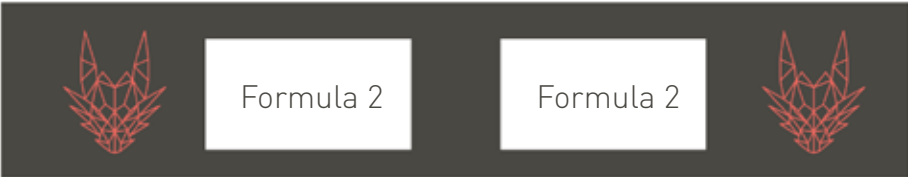
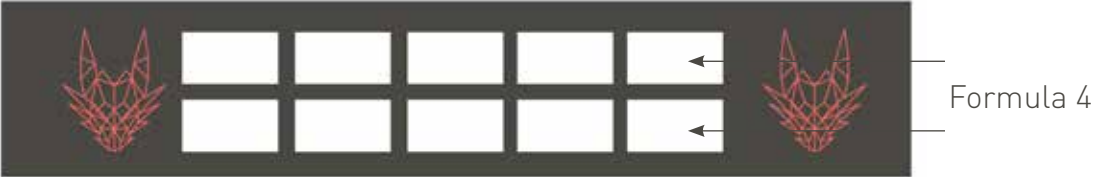
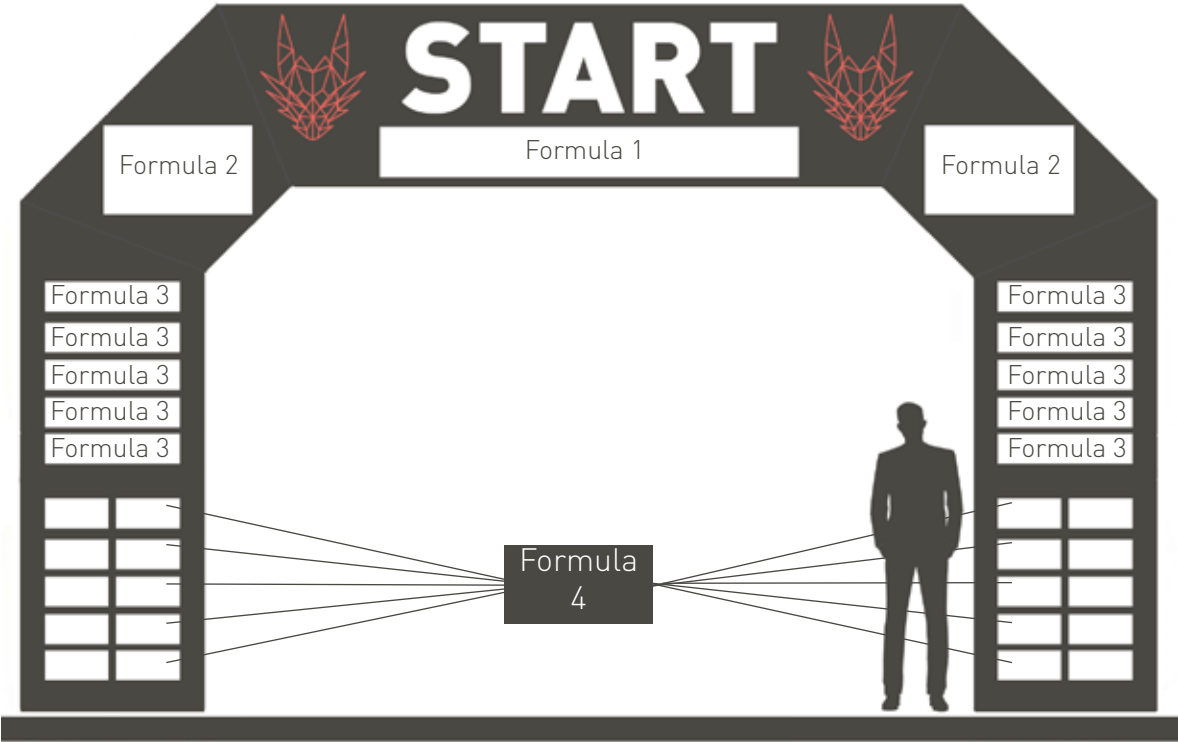
DragonBall core feature should ensure its success and wide media reach in Vietnam. it is the very first event alike in Vietnam that gathers the most beautiful cars in the region for a Roadtrip experience.

The experience provided goes far beyond other comparable occurrences. It stimulates Dragons, spectators and audience passion, for a «once in a lifetime» experience, that creates a long lasting bond with brands involved.



START

FINISH LINE



OUTFIT AND STUFF

FOR FORMULA 1 & 2



MOBILE ROAD SHOW SETUP

FOR FORMULA 1 & 2



MOBILE ROAD SHOW SETUP

FOR FORMULA 1 & 2



Crowd Control

Gold colored ribbons with black logos



Flag

10 flags of 5 meters height, with Sponsor logo



Pop-Up Tent

Pavilion of 4x6 meters with 2 shutters with panels and walls printed

SPONSORS FORMULA PACKAGES



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SPONSORS FORMULA PACKAGES



SPONSORS FORMULA PACKAGES EXAMPLE



THE TEAM



CELINE VENTALON

OUR CHAIRWOMAN

Celine has loved cars since she was a child. She always had in mind to turn a lifelong passion into a lifetime Career. Owning a BMW M3, was a start but soon driving only in HCM became very frustrating and boring. She thought we should rather enjoy every minute in something we love and appreciate. Not surprisingly, she came up with the idea of a Roadtrip through Vietnam with people that share the same passion for supercars. With 3 of her close car enthusiasts, the DragonBall RoadTrip was born...

BORIS COHEN

CHIEF LOGISTIC OFFICER

«Passionate about adrenaline, cars and fun with friends. More than anything love to share memorable moments with people. Life must be fun and full of passion. Dragonball Roadtrip is the essence of this way of living, a fantastic sharing moment for exceptional car lovers.»



LAURENT CASANOVA

OUR CEO

From seasonal job as Car Valet at hotel du Cap-Eden Roc, to Michelin test pilot, through creating and organising over 300 Roadtrips, products launching and media presentations worldwide for the car manufacturers, you can say that his life has been driven by Automotive passion.

ANTOINE CLAISE-ARNAULD

OUR CFO

Petrolhead fan since i was born, remembering all cars models and stats, my road took me out of my dream job as being a car designer in Europe to investment banking in Asia! Since then, I take every opportunity to combine my passion to a car project that tickles me!!



MEHDI LAJNEF

MARKETING DIRECTOR

Graduated from Gobelins Paris, I have a 20-years experience in the design and event field. Among my various realizations, I have supervised the Communication Campaign: Total, Adidas, Converse, Nike, Gucci, LVMH Group.

WITH WONDERFUL,
FABULOUS,
AND ABUNDANT
GRATITUDE

LEAVE REALITY BEHIND AND STEP INTO PASSION

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