

Australian Group SX Global secures rights to brand new international motorsport championship

The Fédération Internationale de Motocyclisme (FIM), the global governing body of motorcycle racing - today announced that SX Global has been selected, a highly credentialed Australian company, to manage and promote the FIM Supercross World Championship over the coming decade.

SX Global will develop and manage a new international series commencing in 2022. This is the first time an FIM World Championship has been conducted by an Australian based company. It is a fitting confirmation for a country with a deep history of success and extraordinary moments in professional motorsports, on two wheels.

FIM President, Jorge Viegas believes SX Global is the right team to deliver the championship to a global audience.

“After a strong and fruitful relationship over the last two decades between FIM, Feld Entertainment and AMA, it is now time to start a new journey to ensure a bright future for Supercross,” said Viegas.

“In order to support the growth and commercial viability of the series, the FIM believes that SX Global has the expertise and the ability to deliver a first class FIM Supercross World Championship.”

The new series will offer exciting races thanks to the passion and extended experience of the SX Global team, with a plan that will gradually expand the Championship to new countries and territories across the world.”

SX Global will create and manage the new international series commencing in 2022. Their team brings together the creators of AUS-X Open Supercross, Adam Bailey and Ryan Sanderson, alongside Tony Cochrane, who was the founding chairman and driving force behind the creation and growth of the V8 Supercars Championship in Australia.

Bailey and Sanderson have extensive experience in Supercross, having created and hosted several highly successful FIM Oceania Championship events since 2015, including the AUS-X Open in 2019 in Melbourne which attracted 35,000+ people to Marvel Stadium.

President of SX Global, Tony Cochrane, is thrilled with the FIM rights appointment to an Australian run company.

“It’s been a tremendous journey the past five months to bring our team together – we now have some of the most experienced people in motorsports focusing on Supercross’ global expansion, which is extremely exciting,” said Cochrane.

“We would like to thank the FIM for their strong support of our vision and in particular their President, Jorge Viegas, who has shown strong leadership to bring this together in such a short

timeframe.

“Importantly for people who have been demanding world class Supercross in many countries, we can now deliver it. It’s a special moment for these fans, who will continue to be our number one consideration, as we bring the series experience to life.”

Complementing the highly experienced SX Global team will be the backing of one of the world’s leading financial powerhouses, which sets the stage to take the series to another level. Details of this strategic partnership will be announced when SX Global unveils their plans for the 2022 FIM Supercross World Championship in the new year.

With a wealth of motorsports experience and FIM’s backing, SX Global is primed to take Supercross as a sport to new heights. The new entity is now preparing to elevate Supercross to the world stage as the sole promoter of the FIM Supercross World Championship with a major focus on connecting the millions of supercross fans around the globe.

Further details on both the FIM Supercross World Championship, and SX Global, will be announced in January, 2022.

For more information, please visit: <https://fimworldsx.com>

Additional quotes:

Adam Bailey (Vice President - Motorsport, Operations & Entertainment - SX Global)

“Supercross’s popularity and growth globally has surged in recent years, so it’s fitting we can now take the sport to the world stage. We intend to uncover new Supercross champions from all corners of the globe while celebrating and elevating current riders to be true international stars. We’ll showcase their incredible athletic ability and fearlessness to the world. We look forward to working collaboratively with the entire motorcycling industry to showcase Supercross to the world.”

Ryan Sanderson (Vice President - Commercial, Broadcast & Revenue - SX Global)

“The best part of Supercross is it appeals to all ages; it’s going to be special for fans to see the world’s best riders competing for ultimate glory. While we want the series to be a level above in terms of what’s happening on track, equally fan experience will be front and centre in our decision making to ensure we create memorable moments for both fans and viewers at each event. Supercross’ offering is unique as a dynamic sport delivered in a family friendly environment combining live action and entertainment. SX Global is going to bring you the best stadiums in the world, highest level of production, pyrotechnics, music, and excitement. We can’t wait!”

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SX GLOBAL - LEADERSHIP TEAM

Tony Cochrane AM – President

- Tony Cochrane's passion and experience forge a formidable combination and have ultimately resulted in some unforgettable milestones in entertainment and sport generally over the past 45 years both in Australia and on the global stage.
- Over the past 45 years with partners and solo, Tony has produced and promoted over 400 sporting and entertainment events throughout the world, sold in excess of 25,000,000 tickets with gross sales exceeding two billion dollars, and written nearly \$250,000,000 in sponsorship sales.
- In his time as Executive Chairman of V8 Supercars, Tony Cochrane was considered the founding father of the 'modern' era of motor racing in Australia, the touring car category that was arguably amongst the world's best. During this period, V8 Supercars had an extraordinary rise to the top of sport within Australia and on the world motorsport scene. It became a multi-million dollar industry under his strong leadership. His credits and performance in world motorsport are uniquely recognised both in Australia and overseas. He holds an FIA acknowledgement and an Order of Australia for his contributions.

Adam Bailey – VP motorsport, operations & entertainment

- Adam's experience in Supercross began as a competitor in the early 90s. He established an athlete and event management agency in 2005 that represented some of the most respected athletes and brands in this space. These networks led to valuable and unique international industry relationships.
- Launching AME Management with Ryan Sanderson in 2012, the duo combined their experience to establish a boutique sports marketing agency in Australia and launched AUS SX Holdings and the AUS-X Open event in 2015. The events went on to achieve sell-out crowds annually for five years including the successful creation and expansion of the FIM Oceania Supercross Championship into New Zealand in 2018 and 2019. Adam leads key aspects of brand creative strategy, content, industry partnerships, international talent and operations.
- A creative marketer, many of Adam's unique PR, marketing and content strategies have helped see the events become recognised and respected, globally.

Ryan Sanderson – VP commercial, broadcast & revenue

- Ryan spent five years at V8 Supercars Australia under Tony Cochrane's reign. In Ryan's tenure as Sponsorship Manager, he serviced some of Australia's largest sponsorship properties, managing over 20 V8 Supercars Championship partners, with over \$22M in annual spend.
- Ryan and Adam launched AME, a sports marketing agency together in 2012 and then sold-out Supercross events in Australia & New Zealand from 2015 - 2019.

- Ryan secured major commercial partnerships for both AUS-X Open & S-X Open Auckland Supercross events including Monster Energy, Australian Tourism & State Government funding, Boost Mobile, Michelin, Komatsu, Castrol & Repco/NAPA. Ryan developed leading entertainment, fan engagement and innovative commercial experiences, as well as international TV broadcast distribution including IMG, Seven Network, Fox Sports Australia, CBS, Eurosport & Fox Asia to over 382 million homes.
- Ryan brings a unique skillset to SX Global and has extensive international broadcast, promoter and commercial partnership networks globally.

Tom Potter – Non-executive Director | Europe

- A former racing commercial veteran of McLaren and Williams F1, Tom founded Rush Sport & Entertainment in 2010 which has grown internationally to become one of the most successful businesses in motorsport sponsorship and marketing services whilst also delivering record-breaking deals for other major entertainment properties such as The Rolling Stones. Rush is responsible for placing over \$500M sponsorship of F1, Formula E and IndyCar properties since 2016 alone. Rush has helped identify, structure, negotiate, activate and measure sponsorship investments for brands including Petrobras, Mercedes-Benz, Prudential, IHG, Marriott, Avis, Renesas, Adecco (Modis), Progressive and Saudi Aramco.
- Few can boast the level of energy, insight and understanding of global motorsports' commercial landscape and entertainment value. Tom is an expert at leveraging sports marketing and the sports business environment to create value and accelerate growth.

Tavo Hellmund – Non-executive Director | North America

- Tavo Hellmund was the founder of the FIA Formula-1 United States Grand Prix in Austin, Texas, the co-founder of the FIA Formula-1 Mexican Grand Prix and a co-founder of the Circuit of the Americas race track in Austin, Texas. Tavo Hellmund has been the founder and President/Managing Partner of Full Throttle Productions, LP, Event Partners Marketing, LLC, Grand Prix Partners, LLC and Tavo Hellmund Inc. since 1994.
- These companies manage and provide event project management, day of event oversight, staffing/volunteer services, venue planning, consulting and logistics support, marketing, sales, sponsorship, public relations and consultation services for sporting and special events around the world. Tavo Hellmund's global event production experience includes brokering, sanctioning, producing or promoting over 150 sporting and entertainment events, which have generated more than 1.5 billion dollars in sales.