

# European Accredited Ferrari™ Club





## European Accredited Ferrari™ Club

Scuderia Ferrari Club Riga – Latvia is an official Ferrari club with a distinctly international mission and the ability to organise Ferrari events all over the world.

The events aim to highlight the cultural, gastronomic and natural excellences of the locations by creating videos such as: the Latvian Tour 2023 , and photography which constitute exceptional marketing tools for sponsors, partners and governments of the hosting countries.

The events benefit from the presence of exceptional testimonials by participants such as the former Ferrari F1 driver Mika Salo, and additional futures like fast driving courses. High quality video and photographic material, constitutes a precious means of acquiring worldwide visibility for the brand and partners. In addition to tourism and promotional purposes, the event's attendees can participate at track days in F1 circuits around the world.

The club is able, by virtue of their connections with the Scuderia Ferrari Clubs, Ferrari Owners clubs, and Ferrari dealers around the world to attempt feats with Ferrari cars and carry out exploits in areas of the world where Ferrari itself has not ventured yet.

The final goal is to become the Ferrari's number 1 worldwide event, in order to obtain an important yield necessary to increase greater visibility for all of club's participants.

In order to perform an international reference function, the club has created a very unique website , with high quality content.

The club is available to evaluate proposals from partners regarding the planning of events and is looking for the highest level partners who can finance and contribute to the success of that unique initiative.

SFC Riga was founded to be a global reference point in the world of Ferrari and F1.

The bet is that, both in the case of Formula 1 and Ferrari, the number of fans has grown exponentially and is growing faster than any other sports league in the world. This is due to the fact that F1 – and Ferrari, which is its queen – has transformed from a category of car racing that attracted only fans who followed it on the tracks in the absence of TV into a global phenomenon that attracts a general public that follows it through television and social networks and that is growing, especially in America and Asia where it did not actually exist. Neither F1 (which through Liberty Media mainly deals with organizing and managing the F1 world championship) nor Ferrari are absolutely capable of effectively managing the relationship with such a high number of people. In fact, Ferrari is primarily concerned with racing and selling its cars, leaving to its fan clubs (very few of the approximately 200 existing in the world, mainly located in Italy, are actually active and have an online structure capable of going beyond their narrow local boundaries) to maintain the relationship with its fans all over the world.

SFC Riga, a local club but with an international vocation and the ability to operate anywhere in the world using its official Ferrari brand, intends to remedy this lack by acting as a trait d'union between Liberty Media and Ferrari and the fans of both.

To this end, the club's activity is based on an informative function carried out:

GROSS REVENUE

\$0

EBITDA

\$0

BUSINESS TYPE

Automotive

COUNTRY

Italy

BUSINESS ID

L#20220309

1) from its official website <https://sfcriga.com/>, which was conceived and created to represent a sort of encyclopedia of passion for Ferrari and Formula 1, through the provision of information related to F1 and Ferrari, currently fragmented and expressed in multiple languages, if not even in dialect, reorganized and expressed in English;

2) through the organization of events with Ferrari cars conceived to be unique and held in locations never even visited by Ferrari directly, as well as imagined to be public events, carrying out the function of promoting the territories crossed and their natural, cultural and gastronomic excellences.

And in a social function linked to inclusive motoring which is based on:

- a) providing, in different languages and in collaboration with the National Unions of the Blind and Visually Impaired, audio description services of the Formula 1 Grands Prix;
- b) inclusion of the visually impaired in our events wherever they take place.

## Opportunity

This project consists in the creation of an entity that acts as a transversal interface between Ferrari and Formula 1 and the fans of both all over the world.

This body consists of a legal entity (i.e. under English Law), which has commercial purposes and which signs collaboration agreements with some "Scuderia Ferrari Clubs" to promote a various number of activities under the "Scuderia Ferrari Clubs". The commercial company would manage an exclusive international club linked to the world of Ferrari, in collaboration with the competent "Scuderia Ferrari Clubs" for the area.

This international Ferrari club will be allowed to register members by paying adequate annual fees and upgrading to subsequent levels (e.g. bronze, silver, gold, platinum).

The activities of the club will consist in the organization of an event a year with Ferrari cars, in the preparation of tourist packages to attend some of the most popular GPs (ex: Monte Carlo, Abu Dhabi, Miami, etc.) and in planning a few days with Ferrari cars in some of the most prestigious locations in Europe.

The annual event will be organized with the participation (for one day) of the "Scuderia Ferrari Clubs" competent for the area and all the most important institutions of the host countries. This event, located throughout Europe, provides for the participation of Ferrari cars, to be selected by involving local Ferrari dealers, requesting the participation of Ferrari owners from whom they can request money for participation in the event or by leasing them. Club customers will also be allowed to drive the cars during the tour.

The weekly annual event will have the task of guaranteeing visibility to the entire project. In fact, videos produced by the most important international bloggers will be made, to be used in the annual marketing campaigns of companies owned by the members of the club, the first of the weekly events will be the tour of Latvia in the third week of July 2023.

The tour packages to attend the Grand Prix, located all over the world, will be organized in collaboration with the competent Scuderia Ferrari Clubs for the area.

The days on the track with Ferrari cars will be carried out at prestigious circuits, such as Monza, Imola, Zandvoort, Mugello, Valtellunga and will allow the club's customers to make laps driving the Reds, breathing in the history of F1.

## Ferrari Club

"Ferrari" is one of the 10 best known brands in the world and for this reason also the world of Ferrari fans' clubs had to be regulated in the right way.

A "Ferrari Club" is an independent body from "Ferrari S.p.a" with autonome decision power. The Club is composed by people who meet, share passions and feelings, discover the pleasure of being together and doing together, organize moments of

aggregation and solidarity, get professional training and knowledge, become culture, we are together like a big family.

Becoming a Member of a Ferrari Club provides each Member an exclusive range of privileges:

- The participation to an annual event for one week;
- Some packages (preferably 3 a year) to see more exclusive Grand Prix;
- 2-3 days a year at historic Formula 1 circuits with Ferrari cars;

Each “Ferrari Club” has the capability to coordinate events, promotions, partnership, etc. on a global level in respect to the Ferrari S.p.a. Guidelines. This particular European Ferrari Club has already closed many partnership with institutional partners and middle-large corporation.

#### Revenue Breakdown

1. The annual membership fees for the club (could start from 100,000.00 – 150,000.00 euros per year per person)
2. The registration fees paid by the Ferrari owners for participation in the event with the their cars (10,000.00 euros per car for 20 cars)
3. Sponsors
4. Social and miscellaneous.

*The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction*

*The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.*

*By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.*

*This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.*

*The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.*

*All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.*

[www.mergerscorp.com](http://www.mergerscorp.com)



© 2024 MergersCorp M&A International. All rights reserved.

© 2024 MergersCorp M&A International. MergersCorp™ M&A International is the collective brand name of independent affiliates of MergersCorp M&A International. For more details on the nature of our affiliation, please visit us on our website <https://www.mergerscorp.com/disclaimer>. MergersCorp M&A International is not a registered broker-dealer under the U.S. securities laws. MergersCorp M&A International does not offer or sell securities or provide investment advice or underwriting services. The articles or publications contained in this presentation are not intended to provide specific business or investment advice. The author or MergersCorp M&A International shall not be liable for any errors or omissions, or for any loss suffered by any person or organization acting or refraining from acting as a result of the content of this website. It is recommended that specific independent advice be sought before making any business or investment decision.



[WWW.MERGERSCORP.COM](http://WWW.MERGERSCORP.COM)