

Mexico City, March 6th, 2017

## **FORMULA 1 GRAN PREMIO DE MEXICO 2016 edition left economic revenue of over \$12 billions of pesos for the country.**

- *Secretary of Tourism, Enrique de la Madrid, Grupo CIE's Executive Director and CEO, Alejandro Soberon, and Mexico's Government Spokesman Eduardo Sanchez Hernandez, revealed results of FORMULA 1 GRAN PREMIO DE MÉXICO 2016™ economic revenue, mass media impact and its worldwide exposition.*

After a successful FORMULA 1 GRAN PREMIO DE MEXICO™ second edition, last Monday at the National Marine's Naval Casino, Secretary of Tourism – Enrique de la Madrid –, Grupo CIE's Executive Director and CEO– Alejandro Soberon – and Mexico's Government Spokesman – Eduardo Sanchez Hernandez – revealed economic and media impact of race carried out in 2016.

Obtained data are the result of an analysis conducted by international enterprises AECOM AND FORMULA MONEY hired by CIE, FORMULA 1 GRAN PREMIO DE MEXICO™ promoter company, to determine impact and benefits brought by this event to the country.

Research findings can be summed as follows:

- With a total of **339,967** spectators, the Gran Premio de Mexico in 2016 remained as one of the races with the greatest attendance of the championship.
- The race carried out in our country was broadcasted in 185 countries through 110 TV broadcasters and received 2,329 hours of world-wide coverage.
- It was published **18,734 press releases** about FORMULA 1 GRAN PREMIO DE MEXICO 2016™ during the week of the event, reaching **over 33 billion of impacts** around the world.
- In social networks, over **11,000 million of imprints around the world**. In addition it was measured around **664,189 impressions** on the FORMULA 1 GRAN PREMIO DE MEXICO 2016™ and Facebook content reached 7 million of people.
- Mexico as a brand was exhibited on the track, turning into the top of mind brand with the greatest appearance in television during the whole

championship, which represented a total of **\$885 million of pesos** in mass media exposition.

- The FORMULA 1 GRAN PREMIO DE MEXICO 2016™ contributed to country economy with **\$6,600 million of pesos**, which added to the **\$5,480 million of pesos**, from mass media exposition, results in a total of **\$12,080 million of pesos**
- In 2016 it was also created around **9,400 jobs** in the zone derived by the event, which generated profits of over **\$1,200 million of pesos** in incomes.

Thereon, the Secretary of Tourism, Enrique de la Madrid Cordero, pointed the following: “Events like this contribute to position Mexico’s image abroad and consolidate the country as a prestigious international destination”. De la Madrid Cordero also highlighted an increase of 12 percentage points in hotel vacancy in Mexico City for 4 and 5 stars hotels during the event, which reflected a bigger affluency of visitors to the capital of the country.

On the other hand, Alejandro Soberon stated “Revealed results probe that in Mexico we have what it takes to organize events of such high quality and great global impact.” The CEO concluded “The FORMULA 1 GRAN PREMIO DE MEXICO 2016 was an effort where Mexico’s name reached a high and positive standard before the eyes of the world”.

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## About Formula 1®:

**Formula 1®** is the most prestigious motor racing competition in the world that has taken the position of the most popular annual sport competition in the planet: In 2016 the championship was witnessed by 400 million of viewers only from over 200 places.

With a long history of glory and racing written since 1950, **Formula 1®** has been bastion for great drivers, as well as for iconic teams that had led motor racing to being part of collective memory in millions of fans all around the world.

In 2016 **FIA Formula One World Championship™** took place from March to November, including 21 races in 21 countries of the five continents. **Formula One World Championship Limited** is part of **Formula 1®** and owns the exclusive commercial rights to **FIA Formula One World Championship™**.

**Formula 1®** has being raced in Mexico for 17 times, being editions 2015 and 2016 recognized as "The best Grand Prix of the world".

For more information about **Formula 1®** go to: [www.formula1.com](http://www.formula1.com)

For more information about **FORMULA 1 GRAN PREMIO DE MEXICO** go to: <http://www.mexicogp.mx/>

## About CIE

Corporacion Interamericana de Entretenimiento, S.A.B de C. V. [www.cie.com.mx](http://www.cie.com.mx)

We are the market leader in outdoor entertainment in Mexico, Colombia and Central America and one of the major players in the entertainment industry in Latin America and across the globe.

CIE offers a variety of world-class entertainment options including concerts, theater productions, and sports and family and cultural events, among others, to meet our market segments' needs for recreation and entertainment through its unique vertical integration model that provides the only access available to an extensive network of entertainment centers, advertisers, including the main advertising investors in our markets, and partnerships and strategic alliances with experienced global partners.

We operate an amusement and water park in Bogota, Colombia, and manage Centro Banamex in Mexico City, one of the largest convention and exhibition facilities across the globe. We are recognized as the foremost producer and organizer of special and corporate events in Mexico, and we operate one of the most professional contact centers in the Mexican market.

CIE is a public company whose shares and debt securities are listed on the Mexican Stock Exchange.