

THE RISE OF FORMULA 1

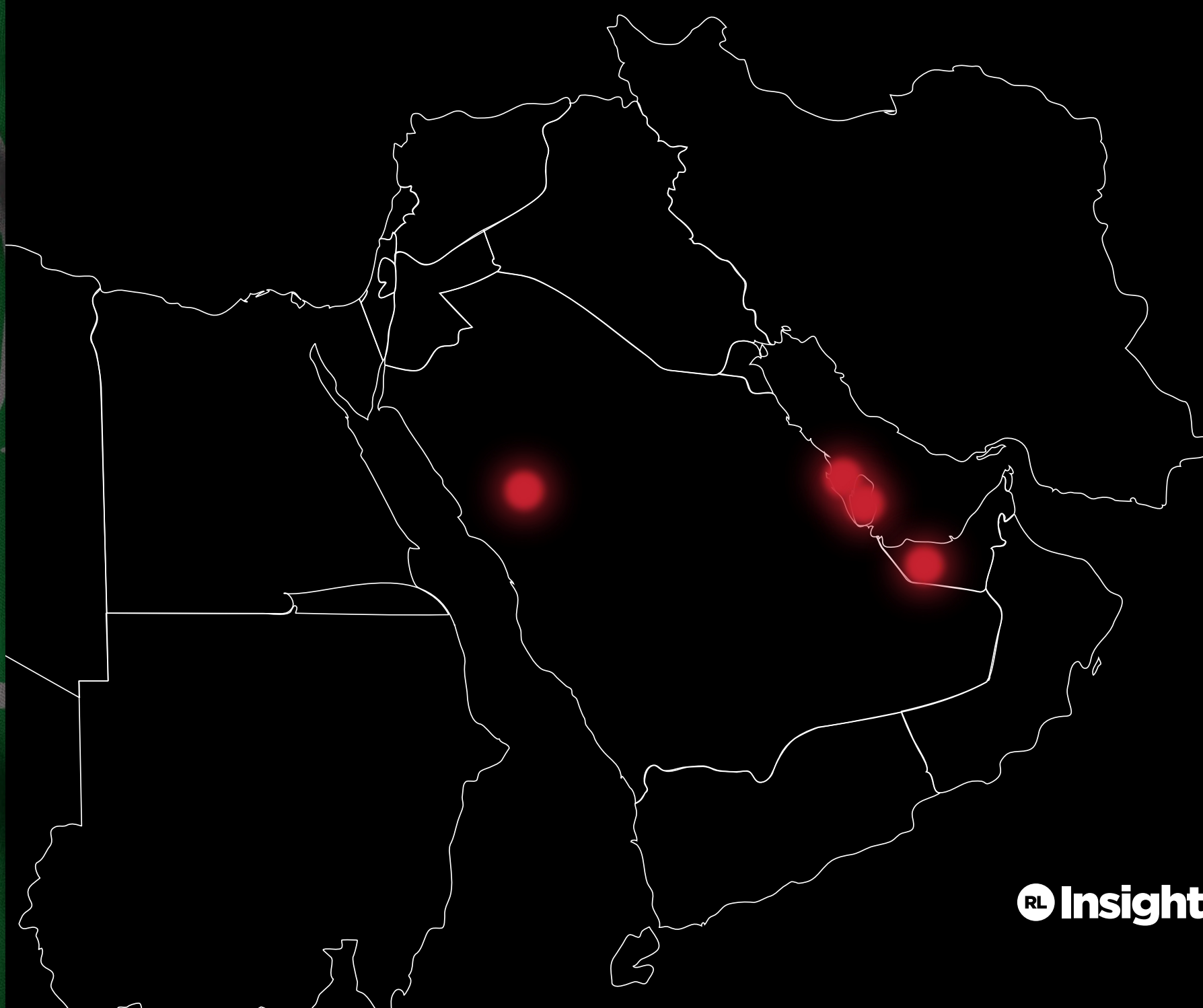
IN THE MENA REGION



RL Insights

THE MIDDLE EAST IS RAPIDLY EMERGING AS A KEY MARKET FOR MOTORSPORT.

With substantial investments in infrastructure, cutting-edge technology, and high levels of fan engagement, circuits in Bahrain, Saudi Arabia, the United Arab Emirates, and Qatar are becoming major destinations on international racing calendars.



FAN DEMOGRAPHICS

MENA region has one of the youngest, most diverse F1 fanbases with a high percentage of female followers and fans under 35

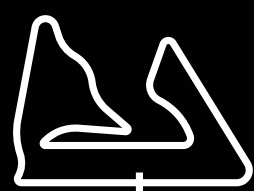
500,000+

Attendees at Abu Dhabi, Bahrain, Qatar and Saudi Arabia Grands Prix in the last year

50%+

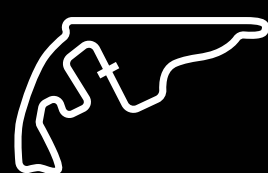
of new fans in MENA started following F1 in the last four years

F1 IN MENA TIMELINE



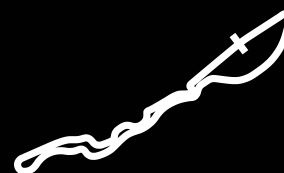
2004

First Bahrain GP held



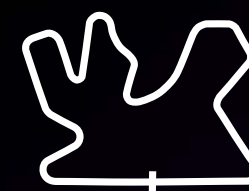
2009

First race in Abu Dhabi



2021

Saudi Arabia makes F1 debut



2021

Qatar hosts first F1 race

VIEWERSHIP GROWTH IN MENA

25% increase in F1 viewership over previous years
Growth driven by Abu Dhabi Grand Prix and regional engagement

VIEWERSHIP RECORDS

12 RACES

set all-time viewership records in 2023

1.35M

Average views of Bahrain GP

1.45M

Average views of Saudi Arabia GP

▲ 34%

The growth of the female audience over 2021, averaging 352,000 viewers per race (28% of the total audience)

ECONOMIC IMPACT

F1 racing events in the MENA region have significantly boosted the hospitality and tourism sectors, with some countries experiencing growth of 30% or more.

**1.16B
AED**

Was generated by the 2023 Abu Dhabi Grand Prix for the Emirate's economy

**2024
SAUDI ARABIA GP**
150,000+ attendees
(30% women)

**2024
BAHRAIN GP**
~37,000 attendees
per day, 100,000
over the weekend

**2023
QATAR GP**
120,000 attendees

**2023
ABU DHABI GP**
170,000+ attendees