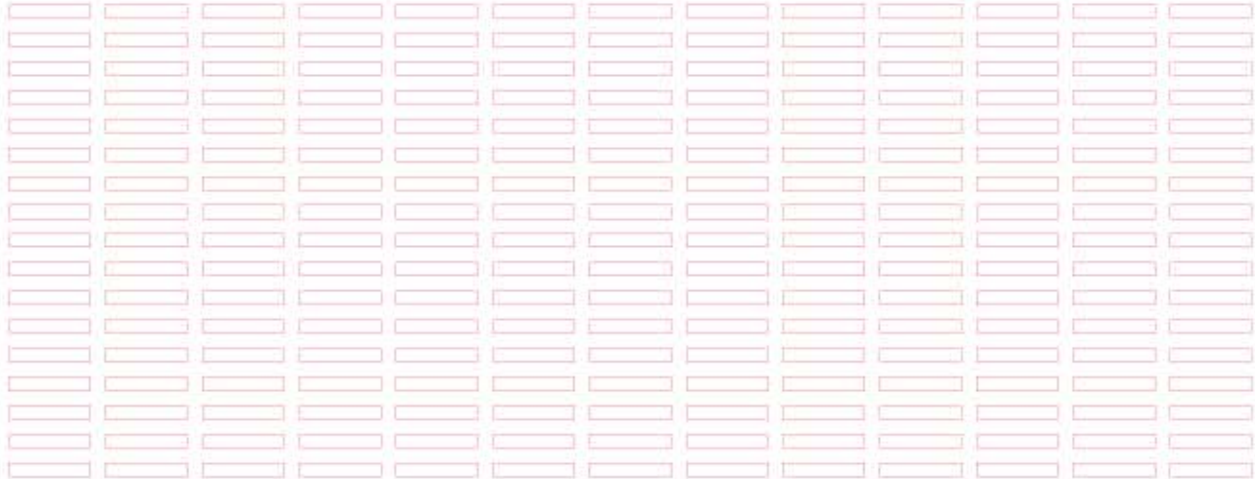




MAC Group

New Ways for Passion



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MAC Group, in brief

Mission statement



"New Ways for Passion" has been the MAC Group's mission for over **15 years**.

A mission that has seen us deploy a distinctive combination of expertise, initially for high-quality events large and small in the Automotive Sector, before steadily expanding our scope to the **conception, development, organization and promotion of complex, often international marketing and communications projects**, principally dedicated to what one might call **Quality Entertainment**.

The Event is the heart of these projects, while the Marketing and Communications are the context and system, all brought together thanks to excellent production and organizational abilities.

This is demonstrated in projects that MAC has realised, such as the most prestigious classic car event in the world, the Mille Miglia, or key projects that MAC has developed for **Alfa Romeo, Ferrari, and Moto Guzzi's** clientele.

History



The "MAC Project" began in Genoa in 1995.

The original agency founded to provide services to **Classic Car Clubs** soon developed its own distinctive **expertise in the management of Car Enthusiast Communities** - from the MINI (1999) to Alfa Romeo (2009) - and then the **design, organization and promotion of large automotive events**, from the celebrations marking the **Fiftieth Anniversary of the Giulietta** (2004) to the **Centenary of the birth of Karl Abarth** (2008).

An important milestone in this unusual entrepreneurial history - that has seen Sandro, Paolo and Andrea Binelli play a range of different roles - has been gaining the commission of lead manager for the temporary joint venture responsible for **organizing the legendary Mille Miglia and managing its brand internationally from 2008 to 2012**.

High event quality is crucial for managing what are frequently **high-end Brands** and **Targets** effectively.

Our ability to achieve this has been recognized with increasingly frequent commissions in the **boat sector** and for the design, organization and promotion of large **Regional Marketing** events for **local and regional authorities and national bodies**, such as the new **Coppa Milan-Sanremo** identity.

The MAC Group's development is a dynamic ongoing process that on the one hand sees us developing **our own highly-innovative new projects**, while on the other organizing successful events in an increasing variety of areas outside the automotive sector.

Expertise

**Marketing
& Consulting**

Production
& Organisation

Relationship
& Communication

MARKETING AND COMMUNICATIONS PROJECTS:

- Special Event entertainment
- The Automotive Sector
- Territorial Marketing
- Brand Heritage

RELATIONSHIP MARKETING PROGRAMMES:

- Clubs and associations
- Communities of fans

LICENSING PROJECTS

Expertise

Marketing
& Consulting

**Production
& Organisation**

Relationship
& Communication

- **Organisation of Events**, specializing in the following sectors: **automotive, nautical, luxury goods**
- **Press Conferences**
- **Road Shows and Test Drives**
- **Meetings, Conventions, Shows**
- **Corporate Celebrations and Anniversaries**
- **Product Launching**
- **Special Events** for Government Bodies
- **Shows and Performances**
- **Car Competitions/Meets** on national and international levels
- **Administration of Clubs and Communities**
- **Trade Fair Participation, Shows** and exhibition activities
- **Design and Installment of Fixtures and Fittings for events, audio/video/illumination services**

Expertise

Marketing
& Consulting

Production
& Organisation

**Relationship
& Communication**

COMMUNICATIONS PLANS:

- Strategic planning
- Press office and media relations
- ATL and BTL communications
- Interactive experiential on/offline communication

PARTNERSHIP & COMARKETING:

- Sponsor seeking & fund raising
- Sponsorship management
- Sports Marketing

NETWORKING:

- On/off-line marketplace
- Innovative exhibitions

Important projects underway

MAC uses its special expertise in **consulting, organisation and communications** for a **private and public clientele**. But it is also developing **proprietary projects**, on its own or in partnership with companies, government bodies and institutions.



Mille Miglia, 2008 – 2012, *partnership*

Historic Revival

Organisation, Marketing Development and International Licensing

Coppa Milano Sanremo, since 2003, *proprietary project*

Historic Revival

Organisation, Territorial Marketing

Uniques, from 2010, *proprietary project*

Concours + Exhibitions

Marketing and Communications for Luxury Goods

Motor Match, from 2011, *proprietary project*

The First Comparative Motor Show

Marketing and Communications in the Automotive Sector

Alfa Romeo, BMW, Ducati, Ferrari, *Consulting and management partnership*

International Clubs and Communities

Marketing Relations Projects for the Clientele

Mille Miglia Museum, from 2009, *Management consulting agreement*

Historical Theme Museum

Territorial Marketing Project

Our Clients



- ABARTH
- ACI – AUTOMOBILE CLUB D'ITALIA
- ALFA ROMEO
- AUDI
- AUTODROMO DI FRANCIACORTA
- AUTOSTRADA BS-PD
- AZIMUT-BENETTI
- BALTIC YACHTS
- BMW
- CASINO' DI SANREMO
- COMUNE DI MILANO
- CONFINDUSTRIA
- CHOPARD
- CUERVO Y SOBRINOS
- DUCATI
- FERRARI
- F.I.G.C.
- FONDOCASA
- FORD
- GENOA C.F.C.
- GM
- GRIMALDI HOLDING
- HACHETTE
- MOTO GUZZI
- JAGUAR
- MERCEDES-BENZ
- MINI
- MSC CROCIERE
- MUSEO MILLE MIGLIA
- PININFARINA
- STEFANO RICCI
- ROBERT BOSCH
- ROLLS ROYCE
- SARA ASSICURAZIONI
- SCHUECO
- SIXT
- STATE OF ART
- SUOMY
- TECNOMAR
- TELENORD
- UCINA – SALONE NAUTICO DI GENOVA
- U.C. SAMPDORIA
- WIGE MEDIA
- ZIPPO

The administrators and some figures



Andrea, Sandro and Paolo Binelli

Sandro Binelli: *President*
sandro.binelli@mac-group.it

Paolo Binelli: *C.E.O.*
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Andrea Binelli: *Technical & Service Manager*
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Fabrizio Campione: *General Manager*
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SOME FIGURES

Social Capital: € 99,000.00 i.v.

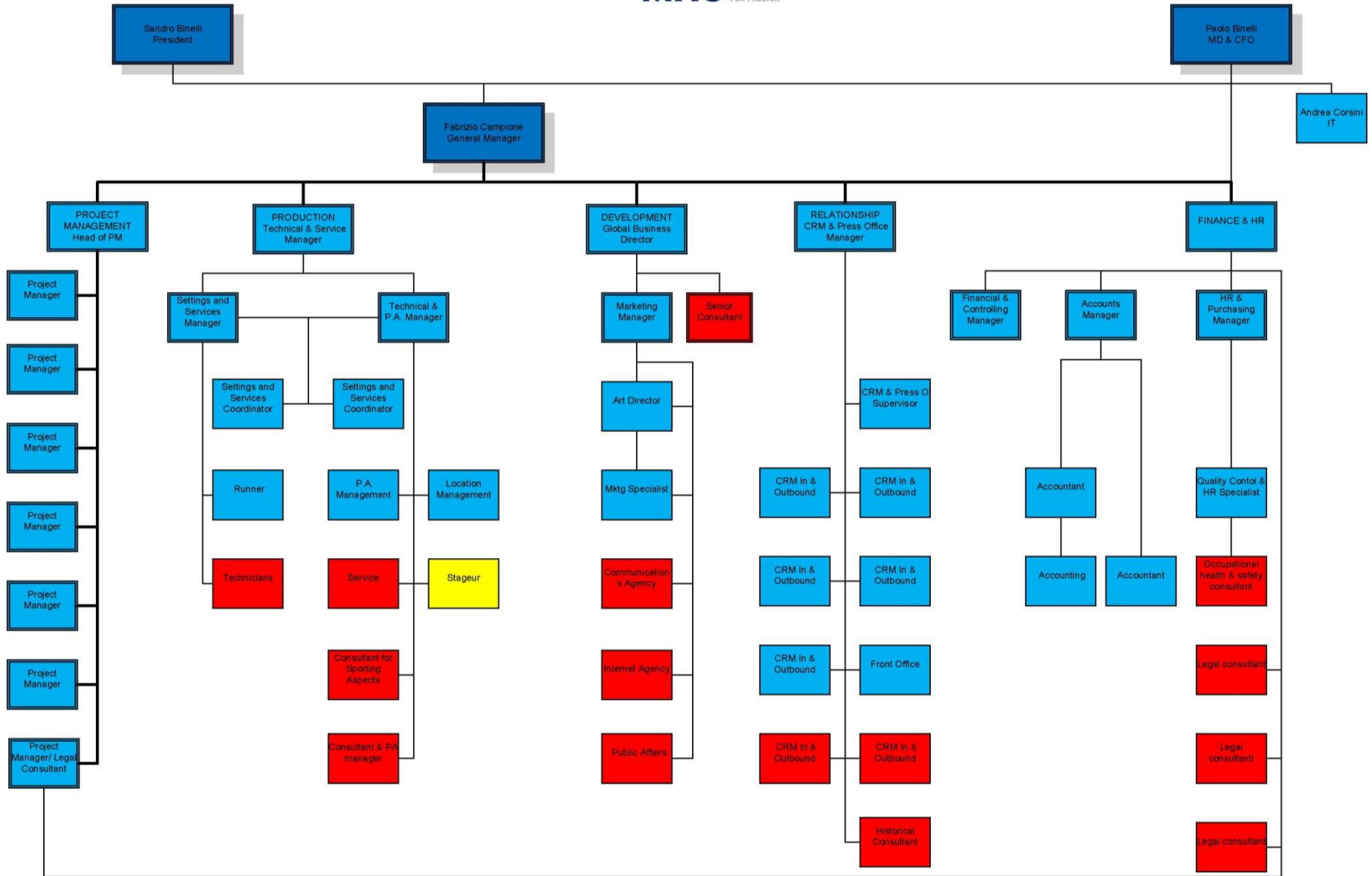
2008 Earnings: € 7,400,000

Employees: 42

Head Offices: Genoa, Brescia

Associated Office: Milan

The organisation





MAC Group projects

Mille Miglia



From 1927 to 1957 the Mille Miglia was a racing legend. With three decades of **world famous racing car drivers, breath-taking challenges and adventure** from Brescia to Rome and back, today the Mille Miglia is **the most prestigious regularity event in the world**. The cars of the past on the roads of today create an unparalleled experience that attracts celebrities from all over the world. Noted captains of industry, statesmen, counts and princes, artists of all types and classic car collectors all take part, along with journalists and their editors.

When: May12-16, 2010

Where: Brescia-Rome-Brescia. In the 2009 Mille Miglia, 41 cities in 7 Italian regions were crossed in 31 hours of driving time.

The Public - Live: approximately 4 million spectators along the route

The Media Public (2009): more than 2.000 national and international journalists were accredited, including those broadcasting for 20 foreign channels, 50 radio or TV newscasts in Italy alone; more than 200,000 web page visits from 144 countries, peaking at 19,000 visitors in one day; the 14th most-watched video on YouTube Italia, clicked on 50,000 times.

Communications: an International Road-Show 'teaser' which landed in 5 foreign cities along with Rome: New York, Moscow, Munich, Johannesburg, and San Paolo.

Partners and Sponsors: 21 institutional patrons; 26 sponsors; 2 media partners; 9 sub-licensees

Mille Miglia Community: A community for collectors throughout the world

Coppa Milano-Sanremo



Born in **1906** as an initiative of the Italian sports paper, the Gazzetta dello Sport, in collaboration with the Automobile Club of Milan, **the Coppa Milano-Sanremo** is now a prestigious **regularity event**, limited to only **200 cars from throughout the world**.

Passion, sport, elegance in classic cars, and more: the Coppa Milano-Sanremo is the 'driver' of a **new innovative territorial marketing project** with the scope of **showing the value and promoting the cultural and touristic highlights of the Lombardy, Piedmont and Liguria regions, crossed by the race, along with their gastronomy and good wines**.

It is also **the first ecological classic car competition ever**, the organizers having joined **LifeGate's Progetto Impatto Zero® (Zero Impact® Project)**.

When: March 12-14, 2010

Where: from Milan to Sanremo, passing through Lombardy, Piedmont and Liguria, with cities rich in artistic and architectural ambiance, unforgettable landscapes, wines and culinary delights, along with cultural and economic highlights.

Partners and Sponsors: 20 business and institutional patrons, 14 partners and sponsors. Opportunities on offer vary from territorial and institutional marketing to incentive initiatives and marketing relations created ad hoc for companies, along with an exceptional stage for products and services for those with a green mindset.

Uniques



uniques is a show, an exhibition, without precedent in the world. It has been designed and created with the express purpose of presenting “**unique**” cars and artefacts for appreciation. Their rarity is based on their place in history or their extremely limited numbers.

The heart of **uniques** is **The Unique Cars International Concours**. This ambitious concours is dedicated to the “special” collector of cars and unique artefacts: one-off cars, or the only surviving exemplars of limited editions, prototypes, concept cars and famous show cars.

Exhibited along with the cars will be luxurious pieces which have no equal: jewels, fashion accessories, design pieces and elite apparel, or unique items used by famous celebrities or in an important historic event.

The venue: the spectacular **Giardino, Conventino and Palazzo della Gherardesca** at the Florence Four Seasons Hotel

The rendezvous: from September 24 to 27, 2010

Event features: the spectacular nature of the cars and the artefacts from the past and present; a stunning venue; select visitors; top quality hospitality for participants and sponsors’ guests; an international jury made up of celebrities from the world of Art, Cars and International Culture.

Partner involvement: elite car manufacturers with their top international brands are invited to join us as partners

Motor Match



Motor Match is a new, revolutionary concept for **Motor Shows** designed by MAC to meet the new needs of the motoring public as well as those of Car and Motorbike manufacturers.

It is the first comparative show in the car world.

Motor Match leaves behind the images of a show, a performance and catwalks, which distinguish the traditional salons. It takes away the superfluous, to show just what the client is interested in, bringing true value to the fore: **the car - with its technical, esthetic and performance characteristics.**

Motor Match is the place to **try out and compare**, with **test drives for each category**, all the cars that interest the visitor.

It's dedicated to **those who need to buy a car**, and want a direct comparison before they do so; to **the press**, be it **automotive, lifestyle or generalized**; and to **those who have a passion for cars**. An evening performance will be held during the event.

Duration: nine days - Saturday through to Sunday.

Where: an emerging country with a high growth rate

When: between the end of 2010 and the beginning of 2011



Marketing & Consulting

The automotive sector



MAC has unparalleled experience in **designing, organising and publicising events and programmes for relationship marketing in the automotive sector.**

We can take a client through all the steps relating to communication and market relations – **Clients, Trade, Press, Opinion Leaders** – in order to:

- **Launch new products and models**
- **Design and/or organise on the road communications events**
- **Handle road shows and test-drives**
- **Organise celebrations and brand anniversaries**
- **Organise car and motorcycle competitions and meets for all epochs**
- **Administer client DB, for clubs and associations in particular**
- **Design and organize ad hoc shows and exhibitions**
- **Participation in trade fairs, shows and other expositional activities**
- **Study programmes for corporate communication**
- **Develop 'eco-communication' initiatives**

Brand heritage



Brand Heritage is the history, the identity, the set of values that characterize a company, its products and its services.

It is a fundamental element of its **reputation**.

It's the **distinctive value** that affirms its place among its competition.

It's a real **economic asset**, an element of value that can not be lost, that must be treasured, empowered, advertised.

The design, organisation and communication of projects dedicated to Brand Heritage require the specific capabilities and sensitivity that MAC has refined over time.

Applying the above means using communication programmes on the occasion of, for example:

- **Anniversaries (Hundredth, Tenth, etc.)**
- **Internal communication and team building programmes**
- **Launch of vintage products**
- **Company fusion and reorganization**
- **Stock market listings**
- **Promotion of Company Museums**

and in general taking advantage of all the opportunities that a company that is rich in history and values has to offer.

Territorial marketing

Territorial marketing – through the **design, organisation and publicizing of special events and shows** –has nowadays become a major force in the **economic development of cities and provinces**. It is also a topic which **unites the local government with its citizens** and encourages a sense of belonging.

MAC can take care of every aspect of this for local governments. Marketing projects are studied *ad hoc* to add **the best value to the area's characteristics**.

In particular:

- Verification of the advertising and marketing objectives of the area
- Study of the identity, concept and message sent out by the area body
- Verification of political, governmental and economic constraints and opportunities
- Mapping of communications activities and rival events of the territory
- Design of an Event/Show, in keeping with the desired objectives and message
- Executive design based on constraints and available funds
- An integrated communications plan with support
- Special attention to the press office
- Evaluation and analysis of results

Several significant examples:

- **Coppa Milano–Sanremo**
- **Terra di Mille Miglia (The Lands of the Mille Miglia)**
- **Carnevale Ambrosiano (the Ambrosiano Carnival)**
- **Breaking Walls**





Production & Organisation

Achievements during the last 12 months



- **The organisation of the 2008-2009 Mille Miglia and Coppa Milano-Sanremo**
- **Vernissage for the Press; Happening; ‘Da Zero a Cento’ (From Zero to a Hundred) Exhibition** realised to celebrate the Hundreth Anniversary of the birth of Karl Abarth (Palazzo Esposizioni in Turin)
- **Torneo Ravano** (football tournament for children) promoted by U.C. Sampdoria (Genoa Palasport)
- **BTL Project**, launch of the new **BMW Z4**
- **Administration and the international activation of the Association of Alfa Romeo Clubs** in the world
- **Global multi-sector sub-licensing project for the Mille Miglia trademark**
- **Stand set-up** at the Genoa Boat Show for BMW Italia, Perini Navi, RCS, and Nuova Jolly
- **Show for the event inaugurating the Genoa Boat Show for UCINA.**
- **Supply and installation of a new audio/video system @ Stadium Luigi Ferraris** in Genoa
- **20 Year Convention** for Fondocasa S.p.A.
- **Inaugural Ceremonies** for M/N Forza e Tenacia for Grimaldi Holding.
- **Party for the press and guests at MTV DAY** during the “White Night”
- **Launching of the product Lines Velo**
- **Open day Tecnomar: the presentation of 3 new yachts** in Portofino

Thanks for your attention