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Lab. Sport Analytics



**SCUDERIA
FERRARI**





Almost 100 years of history...



ITALIAN RACING TEAM OF FORMULA 1

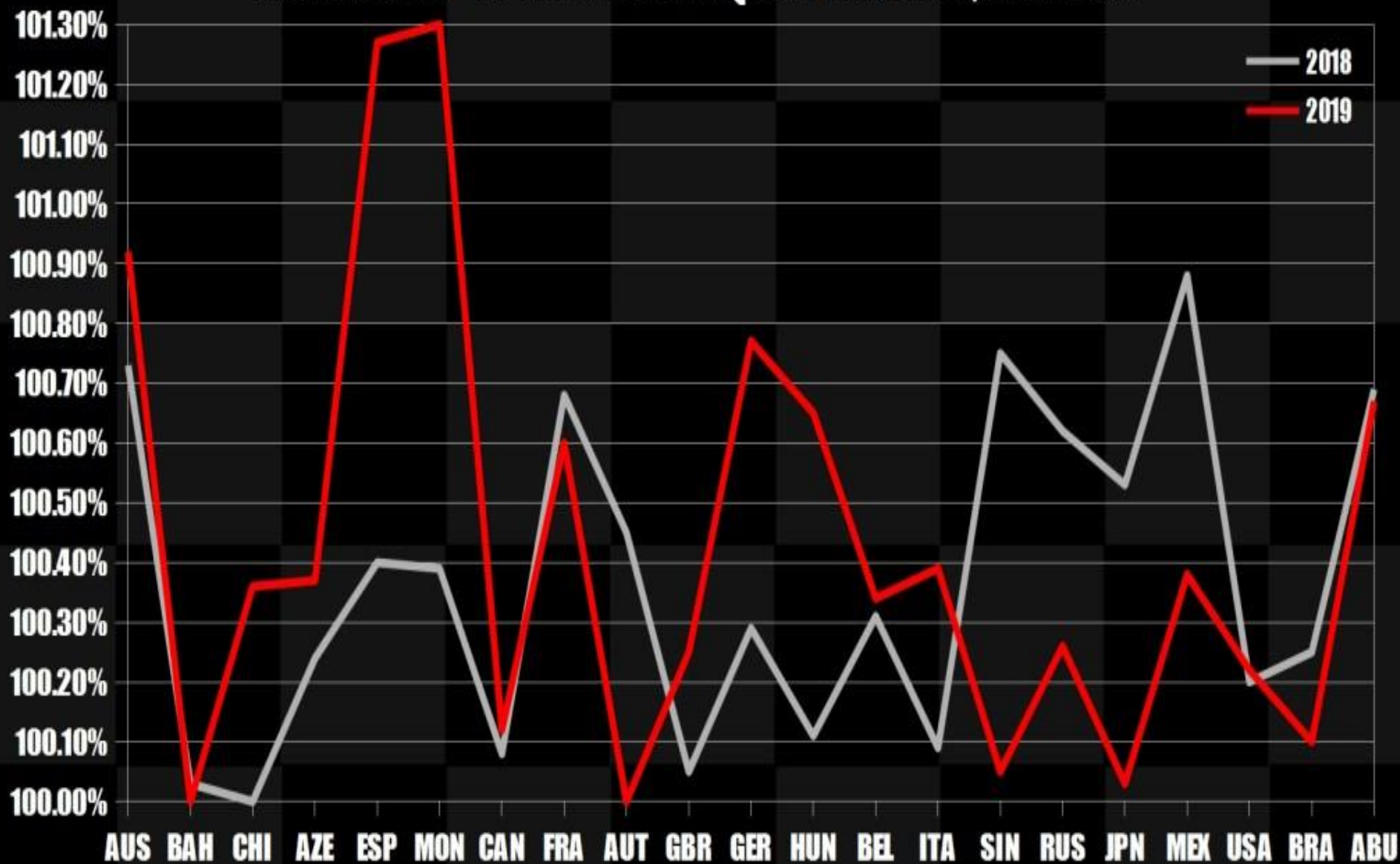
Headquarter: MARANELLO (MO)

Foundation: ENZO FERRARI, 1929

- **Races entered: 991**
- **Race victories: 238**
- **16 FORMULA ONE WORLD CHAMPIONSHIP**
- **15 FORMULA ONE WORLD DRIVERS' CHAMPIONSHIP**



FERRARI'S GAP TO THE ULTIMATE QUALIFYING PACE, 2018 v 2019



RACE STATISTICS

- *Championship Position: 2°*
- *Total Points: 504*
- *Points Scoring Races: 2*
- *Double Points Finishes: 16*
- *Best finish: 1° (x3)*
- *Number of DNFs: 6*
- *Laps Led: 405*
- *Laps Complete: 2334 (7°)*
- *% of Laps Complete: 92.47%*
- *Distance Covered: 11894.38 km*

QUALIFYING STATISTICS

- *Both cars in Q3: 19*
- *Q3 Apparences: 40*
- *Q2 Exits: 0*
- *Q1 Exits: 2*
- *Best Qualifying Position: Pole*
- *Worst Qualifying Position: 20°*
- *Average Gap to Ultimate Pace: 0.55%*







Ferrari

Icon of:



Style



Luxury



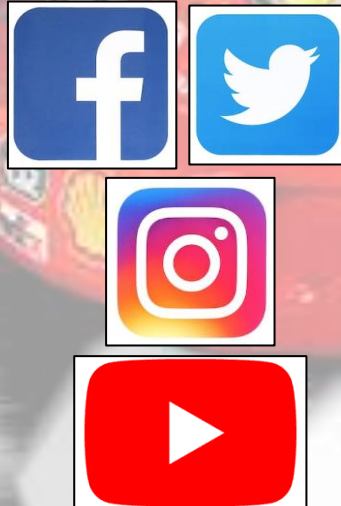
Velocity

Brand value: **COMMUNITY**

Events



Social channels



Merchandising



**Museums &
Thematic Parks**

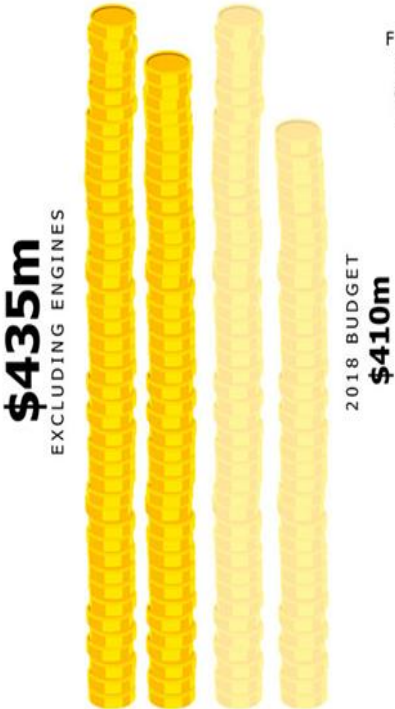




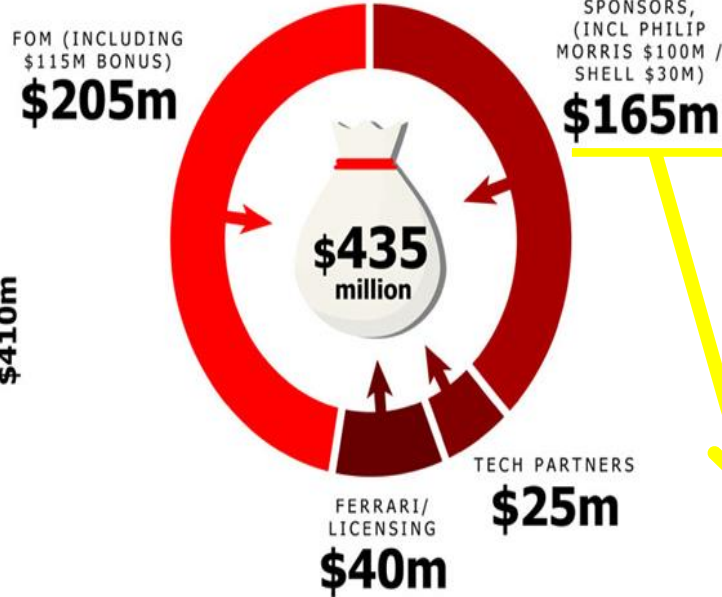
2. Scuderia Ferrari

Maranello, Italy (New York Stock Exchange Listing)

2019 BUDGET



2019 INCOME



EMPLOYEES



COST PER POINT



2019 PROFIT/LOSS



Record amounts for sponsorship and partnership to prove the privileges of being a partner of a colossus like «Il Cavallino»



Scuderia Ferrari

SPONSOR

TITLE PARTNER

**MISSION
WINNOW**

SPONSORS



MAHLE

WEICHAI
潍柴

HUBLOT

kaspersky

OFFICIAL SUPPLIERS



eightcap



SKF



VISTA JET



IVECO

With an amount of 69,2% higher to his rival , in the 2018 it has invested on a technological and innovative partnership with Philip Morris International

From 2019 compete with the new brand name of
SCUDERIA FERRARI
MISSION WINNOW

TOTAL TEAM SPONSORSHIP 2009-2018

Team	Total sponsorship 2009-2018
Ferrari	\$2,089.1m
McLaren	\$1,234.5m
Red Bull Racing	\$972.6m
Mercedes/Brawn	\$944.9m
Renault/Lotus	\$777.0m
Williams	\$701.3m
Sauber/BMW	\$459.5m
Force India	\$355.8m
Toro Rosso	\$278.m
Haas	\$92.6m



MISSION
WINNOW



kaspersky



WEICHAI

HUBLOT

MAHLE



#essereFerrari

SCUDERIA
FERRARI

**MISSION
WINNOW**

New Brand:



Italian Racing Team of Formula 1 and luxury auto manufacturer. One of the most successful team with an almost secular history

Philip Morris International: an american multinational cigarette and tobacco manufacturing company now specializing in electronic cigarette

A Transformative Partnership



« Scuderia Ferrari is the ideal partner for Mission Winnow because of the team's passion for innovation and drive to constantly improve in the quest for victory»

CEO PMI

1

FOCUS ON DETAILS

2

CUTTING-EDGE SOLUTIONS

3

DEDICATION & DILIGENCE

4

SCIENTIFIC & ENGINEERING
EXCELLENCE

5

ABSOLUTE COMMITMENT

6

CONSTANTLY IMPROVING

FERRARI SF90

65° racing car presented during the 2019 Formula One World Championship: one of the first car with the new brand name Mission Winnow; it was criticized of indirect promoting tobacco



The brand was obscured during official events

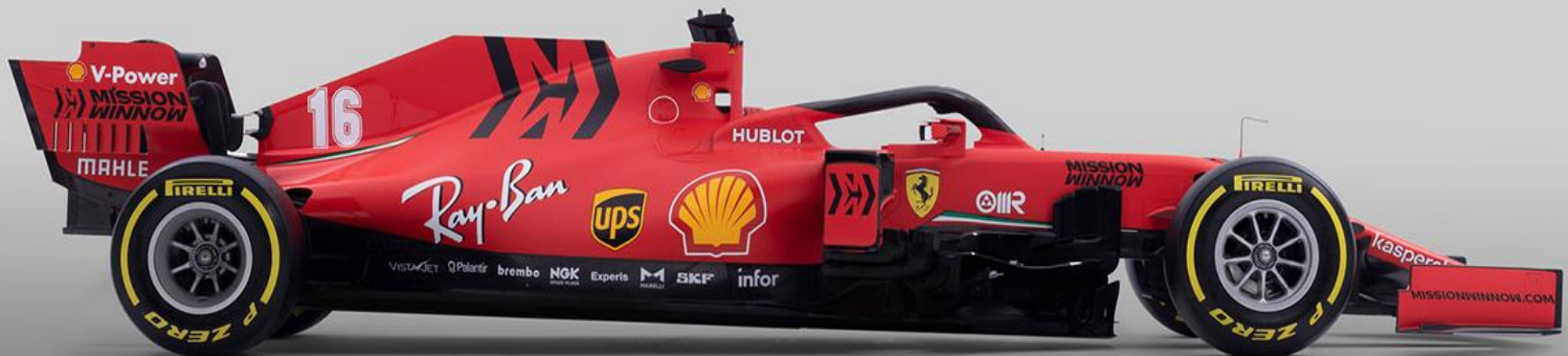


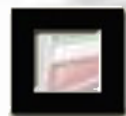
FERRARI SF1000

66° racing car presented during the 2020 Formula One World Championship in honour of the thousandth departure of the team; also this car follows the same sort of the previous one



The brand was obscured during official events





No

**TOBACCO INDIRECT
SPONSORSHIP**



Yes

FUTURE & INNOVATION



Is nothing new in the Formula 1 using tobacco brands name (mostly from 1968 to 2007) and it is used by different racing auto and moto team

**AVERAGE ANNUAL
CONTRIBUTE OF
350 MILLIONS OF
DOLLARS**







**Thanks for 
 your attention**