

CONCEPT ANNOUNCEMENT

# F1 PODIUM CASH

**The end of advertising as brands know it.**

Mastercard, Formula 1 and mCards partner to create a revolutionary sponsor platform built to deliver

**customers and verified sales—not clicks, likes and branding alone.**

## REAL CASH FOR FANS

Formula 1 fans worldwide can earn sponsor-funded Podium Cash and spend it at participating merchants.

## VERIFIED COMMERCE FOR PARTNERS

Brands fund the Podium Cash reward only when it is connected to an eligible completed purchase.



## PROMOTIONAL PRESS FEATURE

Prepared as a partnership concept. Final claims, marks and launch details require Formula 1 and Mastercard approval.

## THE ADVERTISING REVOLUTION

# From Attention to Action

Formula 1 Podium Cash is designed to turn the world's most passionate fan communities into a measurable engine for sponsor customers and sales.



*A new sponsorship model gives brand leaders visibility into actual promotional activation, qualifying purchases and delivered commerce.*

### THE NEW PROMISE

**Stop paying only for the possibility of a sale. Deliver real value to the fan—and fund that value when the sale happens.**

#### THE OLD MODEL

Buy impressions. Measure reach, clicks, likes, awareness and modeled attribution.

#### THE PODIUM CASH MODEL

Target the right fans. Give them real buying power. Verify the purchase. Fund the delivered result.

## THE MODEL

# One Program. Three Winners.

Formula 1 connects fan passion and sponsor value through an intelligent mCard experience enabled by Mastercard acceptance.

## FORMULA 1

### Creates the trusted fan ecosystem

Teams, race weekends, global channels and premium partner inventory

## FANS

### Receive real spending power

Earn Podium Cash and use it on eligible purchases with participating merchants

## PARTNERS

### Receive verified commerce

Target audiences, define outcomes and fund rewards tied to qualifying sales

## The Podium Cash value loop

### 01 SPONSOR DEFINES THE SALE

Select eligible fans, merchant, purchase, reward, timing and budget.

### 02 FORMULA 1 ACTIVATES THE COMMUNITY

Promote Podium Cash through championship, team, race and digital fan experiences.

### 03 PODIUM CASH APPEARS

The fan sees real sponsor-funded value inside the Formula 1 mCard experience.

### 04 THE FAN SHOPS

The offer creates a clear reason to choose the participating sponsor.

### 05 mCARD VERIFIES

The qualifying Mastercard transaction is evaluated against the campaign rules.

### 06 EVERYONE WINS

The fan receives value; the sponsor receives a sale; Formula 1 measures the result.

## THE DEFENSIBLE GUARANTEE

**Every sponsor-funded Podium Cash redemption is connected to a verified qualifying sale.  
Unused Podium Cash creates no sponsor reward expense.**

## THE FAN EXPERIENCE

# Fandom Becomes Real Spending Power

Formula 1 fans worldwide can earn sponsor-funded Podium Cash and use it at participating merchants—all through one mCard experience.



*Podium Cash turns sponsor activation into a benefit fans can see, understand and use in the moments that matter.*

# \$10

FORMULA 1 PODIUM CASH

## YOUR WEEKEND FAN REWARD

**Spend \$50 with a participating partner this race week and receive \$10 in Podium Cash.**

Activate the offer. Pay with your mCard. Receive the benefit automatically when the purchase qualifies.

## Simple by design

- No complicated points conversion.
- No checkout codes to remember.
- Clear sponsor, value, condition and expiration.
- Automatic recognition through the eligible mCard purchase.

## THE SPONSOR PROPOSITION

# Customers and Sales—not Just Clicks and Likes

Formula 1 Podium Cash gives sponsors a controlled way to convert fan attention into verified commercial action.

## \$0

reward expense before qualifying redemption

## 100%

of funded redemptions tied to eligible sales

## 1:1

connection between fan value and commerce

## What the sponsor controls

### WHO

Eligible fan community, team, geography or campaign audience

### WHAT

Merchant, product, category, spend threshold and reward

### WHEN

Campaign window, game-day moment, event or expiration

### WHERE

Eligible in-store, online or participating locations

### HOW MUCH

Total budget, Podium Cash value and redemption limits

### SUCCESS

Offers delivered, activated, redeemed and tied to verified sales

## The commercial shift

Traditional sponsorship gives brands access to fan attention. Formula 1 Podium Cash gives brands a path to verified fan commerce.

### THE SPONSOR PROMISE

**If the fan does not complete the qualifying purchase, the sponsor does not fund the associated Podium Cash reward.**

## OFFICIAL ANNOUNCEMENT DRAFT

# Formula 1 Introduces Formula 1 Podium Cash

New Mastercard and mCards-powered program will allow Formula 1 fans worldwide to earn sponsor-funded promotional cash and use it with participating merchants.

LONDON — [DATE] — Formula 1 today announced Formula 1 Podium Cash, a new rewards and commerce program created in partnership with Mastercard and mCards to give Formula 1 fans the ability to earn and spend real, sponsor-funded promotional cash through an F1 mCard.

**Together, Mastercard, Formula 1 and mCards are building what is designed to become the most powerful advertising solution ever created for brands and sponsors: a platform focused on delivering customers and verified sales—not clicks, likes and branding alone.**

Formula 1 Podium Cash will connect fans, teams, sponsors and merchants through one intelligent rewards experience. Fans will be able to earn Podium Cash by engaging with participating sponsors, responding to promotions, attending events, supporting their favorite teams and making eligible purchases. Podium Cash may then be used toward qualifying purchases with participating sponsors and merchants.

## MORE THAN POINTS

**Formula 1 Podium Cash is real sponsor-funded promotional spending power created for Formula 1 fans.**

*“Formula 1 fans engage with precision and passion,” said [F1 EXECUTIVE NAME AND TITLE]. “Podium Cash puts real promotional value in their hands while giving partners a measurable way to convert affinity into commerce.”*

## Real value for every Formula 1 fan

Formula 1 Podium Cash is designed to make being a fan more rewarding throughout the entire year—not only on event day. Participating campaigns may provide Podium Cash for food and dining, fuel, travel, merchandise, entertainment, health and wellness, home improvement and other everyday purchases.

Each offer will clearly show the available value, participating sponsor or merchant, qualifying conditions and expiration date. Fans activate an eligible offer, pay with their Formula 1 mCard and receive the benefit when the purchase conditions are met.

## OFFICIAL ANNOUNCEMENT DRAFT — CONTINUED

### A new performance-based model for Formula 1 sponsors

Participating brands will be able to place promotional buying power directly into the mCards of eligible Formula 1 fans. Campaigns may be configured around fan communities, teams, locations, events, time periods, merchants, purchase categories, spending thresholds and promotional budgets.

Unlike campaigns that require brands to pay primarily for impressions, reach or clicks, sponsor-funded Podium Cash is connected to qualifying transactions. If a fan does not complete the qualifying purchase, the sponsor does not fund the associated Podium Cash reward.

### Connecting fans, teams and sponsors

Teams and sponsors will be able to recognize fans with timely offers around race weekends, sprint formats, season openers, finales and hospitality experiences.

A restaurant could reward local fans after a victory. A travel partner could support fans attending an away event. A merchandise sponsor could provide Podium Cash toward official gear. A national retailer could activate fans across the full Formula 1 community.

### Powered by Mastercard and mCards

Mastercard provides the trusted acceptance ecosystem that enables cardholders to transact with participating merchants. mCards provides the intelligent card, payments and rewards technology that governs who receives Podium Cash, where it can be used, what purchases qualify, when it expires and how the resulting transaction is measured.

*“Formula 1 Podium Cash represents the future of rewards and sponsorship,” said David Strebing, CEO of mCards. “Instead of giving fans more points to track, sponsors can give them real promotional buying power. Instead of paying only for the possibility of a sale, brands can connect their promotional investment directly to verified commerce.”*

### Availability

Formula 1 Podium Cash is expected to be introduced through selected sponsors, teams and fan communities as part of an initial launch program, followed by broader availability. Participating teams, sponsors, merchants, eligibility and launch timing will be announced at a later date.

#### FOR BRANDS & SPONSORS

Explore becoming an Formula 1 Podium Cash launch partner.  
[FORMULA 1 PARTNERSHIP CONTACT / URL]

#### FOR FANS

Register for program updates.  
[F1.LOYALTY.CASH]

## THE OPPORTUNITY

# The Formula 1 Can Make Sponsorship Perform

A new category of partnership value—built around fan benefit, sponsor commerce and measurable results.

## THE CLOSING IDEA

**Formula 1 can move from selling sponsors access to fan attention to giving sponsors a measurable way to reward Formula 1 fans and generate verified sales—with Formula 1 at the center of every relationship.**

## About Formula 1

Formula 1 is the world's premier open-wheel motorsport championship, delivering global race weekends, iconic teams and a premium international audience. [FINAL FORMULA 1-APPROVED BOILERPLATE REQUIRED]

## About Mastercard

Mastercard is a global technology company in the payments industry. [INSERT CURRENT MASTERCARD-APPROVED BOILERPLATE AND REQUIRED TRADEMARK LANGUAGE]

## About mCards

mCards provides intelligent card, payments, rewards and commerce infrastructure that enables major brands, enterprises and communities to launch customized card programs and connected financial experiences. Its platform combines payment capabilities, promotional cash, personalized rewards, multi-account intelligence and measurable commerce within a unified mCard experience.

## Media contacts

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**CONCEPT DRAFT • SUBJECT TO FORMULA 1, MASTERCARD, BANK, LEGAL AND BRAND APPROVAL**

*All partnership, availability, performance and "most powerful" claims must be substantiated and approved before publication.*