Ducati Motor Holding Appoints Img As Its Global Licensing Representative

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Borgo Panigale (Bologna, Italy) - 2 July 2015 - Ducati Motor Holding appoints IMG as its exclusive global licensing representative, in a deal based on 4 years to work across all Ducati licensed products.

Ducati has developed a significant and well-established licensing programme covering a range of lifestyle products that includes clothing, accessories, toys, perfume and the Ducati Caffè. IMG will be tasked with optimising the management of that programme and to take it to the next level.

"*The Ducati brand's licensing activities have long been successful,*" states Diego Sgorbati, Director of Motorcycle Related Products at Ducati Motor Holding. "*Now however, the time has come to make use of specialised skills to increase our efforts and create a global footprint, which we think IMG is well qualified to provide. That's why, after looking at the alternatives, we realised that only IMG offered a standard of service in line with our own standards and objectives.*"

Bruno Maglione, IMG Executive Vice President and President of IMG's worldwide licensing division, adds: "*Ducati is one of those best-in-class brands that builds and inspires emotions. It is in very rare company among the premier brands of Italian performance and style. Those are values that are seductive and appealing all over the world and they can translate powerfully to other products consistent with a Ducati inspired lifestyle.*"

The Ducati brand licensing activities will be supported by an IMG team based in Milan, which will work closely with both management at the Ducati Motor Holding headquarter and with IMG's global licensing team.

Ducati Motor Holding S.p.A. - A Sole Shareholder Company - A Company subject to the Management and Coordination activities of AUDI AG

Founded in 1926, Ducati has been producing sport-inspired motorcycles since 1946. Today, their motorcycles are characterized by performance engines with Desmodromic valve actuation, innovative design and avant-garde technology. Covering several market segments, Ducati's range of motorcycles is divided into model families which include: Diavel, Hypermotard, Monster, Multistrada, Streetfighter, and Superbike. In 2015 Ducati presents the Ducati Scrambler: not just a new motorcycle but rather a new brand, offering a whole new world made up of bikes, accessories and apparel that provide the last word in self-expression.

These authentic icons of "made in Italy", together with an extensive range of associated accessories and technical and lifestyle apparel, are distributed in 90 countries around the world, with concentration on the European, North American and Asia-Pacific markets. In addition to the Bologna factory located in the Borgo Panigale area, Ducati has a plant in Thailand, which opened in 2011 and assembles motorcycles for the Asian market, and, since 2012, another in Brazil that assembles motorcycles for South America. In 2014 Ducati delivered 45,100 motorcycles to customers, an all-time company record.

Ducati competes in both the World Superbike and MotoGP World Championships. In Superbike Ducati has won 17 Manufacturers' titles and 14 Riders' titles and in 2011 passed the historic milestone of 300 race victories. Ducati have participated in MotoGP since 2003, winning both the Manufacturers' and Riders' titles in 2007.

About IMG

IMG is a global leader in sports, fashion and media operating in more than 25 countries around the world. IMG's businesses include Events & Media, College, Golf, Tennis, Performance and IMG Academy, Fashion, Models, Clients, Licensing, Joint Ventures, and creative management agency Art + Commerce. In 2014, IMG was acquired by WME, the world's leading entertainment and media agency. Together, the companies offer an unparalleled client roster; strategic partnerships with sponsors and brands; and

marquee assets across sports, entertainment, events, music and fashion.

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