



Potentia⁺

POTENTIA INSIGHT: TURBO CHARGING THE ASTON MARTIN ARAMCO F1 TEAM

Quirk's conference presentation May 2026 –
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ASTON MARTIN F1 INSIGHT PRE-JUNE 2025

WHAT EXISTED

Media value and logo exposure metrics for commercial partners

TV Broadcast numbers

Standard social media value reporting

WHAT WAS MISSING

Fan identity: who are AMF1's fans?

Fan engagement: how do fans interact with the team?

Fan growth: what drives someone to become a fan?

Partner ROI: data to help drive ROI beyond media value

In short: AMF1 lacked the insight infrastructure to understand its fans, prove commercial partner value, or drive data-led decision-making.

NEW TEAM JOINS AMF1 – JUNE 2025

Mandate: Build a world-class data and insights function from the ground up

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WHO ARE OUR FANS?	HOW DO FANS ENGAGE?	HOW DO WE GROW THE FANBASE?	HOW DO WE PROVE PARTNER ROI?
Build a deep understanding of AMF1's fanbase — identity, demographics and behaviour	Measure engagement across social, earned media, events and content, and evaluate marketing campaigns	Identify and convert non-fans through insight and other measurement tools	Demonstrate commercial value beyond media metrics — such as brand equity, awareness, familiarity and consideration

These four pillars formed the basis of a comprehensive research and analytics programme built over the following 8 months.

1: WHO ARE AMF1'S FANS?

Fan & Brand Tracker - Potentia Insight

- 5 market study: UK, USA, China, Spain & Canada amongst 9,000 non rejectors of F1
- Survey mapped fan identity, demographics & behaviour
- Traced the fan journey: how they discovered Formula 1 and how they became fans of the team
- identified key target groups such as U35s, female and B2B decision makers
- Benchmarking against rival teams and the sport overall

Fan Segmentation — Full framework built from tracker data: distinct fan groups, how to reach each segment and tailor engagement strategies.

Markets Covered



KEY OUTPUT

A rich, data-driven view of AMF1's global fanbase — powering smarter decisions across marketing, commercial and content.

SIX DIFFERENT F1 FAN SEGMENTS WERE IDENTIFIED

Variations across markets manifested in different F1 fan segments ranging from the older male devotees in Europe to the New-Era fanatics (very prominent in the USA) who have been enticed by Drive to Survive.

Enduring Devotees

They are found mostly living in countries where F1 has a long tradition. They have enjoyed the sport on TV and in person at the track for many years, cheering for their favourite teams and drivers with friends and family.

More likely to be middle aged men in European and South American markets.



Aspirational Enthusiasts

Not very knowledgeable about the sport, but exuberantly passionate fans, their enthusiasm for F1's glamour, spectacle, and drama helps define how they are perceived by others.

Younger majority male segment. Emotionally invested.



Motorsport Purists

An ever-present segment in our world, they recognise F1 as the ultimate expression of their passion for cars and motorsports. It's less about who wins and more about the fascination with human performance and the engineering behind the sport.

Older segment, almost exclusively male.



TV Traditionalists

F1 fans supporting the sport for a lifetime, cherishing memories of the past while still engaging with TV weekend action because of their deep love for F1. This love doesn't carry over to other sports, as they have the highest F1 exclusivity rate of any segment.

Older segment, almost exclusively male. Very prominent in more mature F1 markets like Spain and UK.



New-Era Fanatics

Fast-tracking their journey, F1 has become one of their biggest passions, and they have fully embraced the 'buzz'. They are vocal and experiment with the breadth of the F1 ecosystem.

Younger, majority female. Deep Connection to our F1. Most prominent in newer F1 markets like US.



Light-Touch Peripherals

Light-touch fans, F1 is one of the sports they follow but not always their favourite one, and they will switch on when they like. They engage with bite-sized content but rarely commit to watching races on TV.

Younger, majority female. More casual connection to the sport.



2. HOW DO FANS ENGAGE WITH AMF1?

A multi-channel measurement stack tracking engagement across digital, earned media and events

Fan & Brand Tracker

Partner: Potentia Insight

- Survey data points quantifying fan engagement behaviours
- Tracks sentiment, affinity and brand perception over time
- Consistent tracking enables year-on-year comparison
- Platform and content engagement breakdowns by fan segment
- The power of collaboration
- Harnessing AI + HI
- Integrating efficiencies without compromising quality

Social Media Analytics

Internal + Brandwatch

- Extensive social engagement measurement across all channels
- Social listening: tracking brand mentions, sentiment and trends
- Identifies high-performing content and platform-level insights
- Translates engagement data into media value for partners

Press & PR Monitoring

Partner: Cision

- Tracks in-text and in-picture brand mentions across earned media
- Measures reach and share of voice across key markets
- Identifies content driving earned media coverage
- Media value metrics for all commercial partners from press coverage

AMF1 now understands what content works, what drives engagement, and can directly translate this into media value metrics for commercial partners.

3. CONVERTING NON-FANS INTO FANS

Fan & Brand Tracker — Conversion Questions

Partner: Potentia Insight

The tracker survey has been enriched with dedicated data points to understand the non-fan audience:

- ✓ Barriers to fandom: why people are not currently AMF1 fans
- ✓ Awareness and perception among non-fans
- ✓ Motivators that would drive someone to become a fan
- ✓ Content and channel preferences for non-fan audiences

I/AM THREE SIXTY — Fan Panel

Partner: Potentia Insight

A brand-new proprietary fan engagement platform, managed with Potentia Insight

10,000+ Opted-in fans available for regular surveys

Bespoke AMF1 poses its own questions and shapes its own research agenda

I/AM 360 gives AMF1 a direct, scalable, always-on channel to understand what grows interest and engagement amongst its fanbase — a significant strategic asset.

PILLAR 4: PROVING SPONSORSHIP VALUE

Going beyond media value to demonstrate real brand equity growth for commercial partners

11-Partner Effectiveness ROI research

Partner: Potentia Insight

- Survey amongst 21,000 respondents in 11 markets, covering and tracking the following areas:
- Awareness — unaided and aided brand recall for each partner
- Familiarity — depth of brand knowledge among AMF1's fanbase
- Consideration — purchase intent uplift from sponsorship
- NPS — Net Promoter Score per partner tracked over time
- Fan vs non-fan and general population benchmarking, both globally and in each market

Spectator Analytics

Partner: Meshh

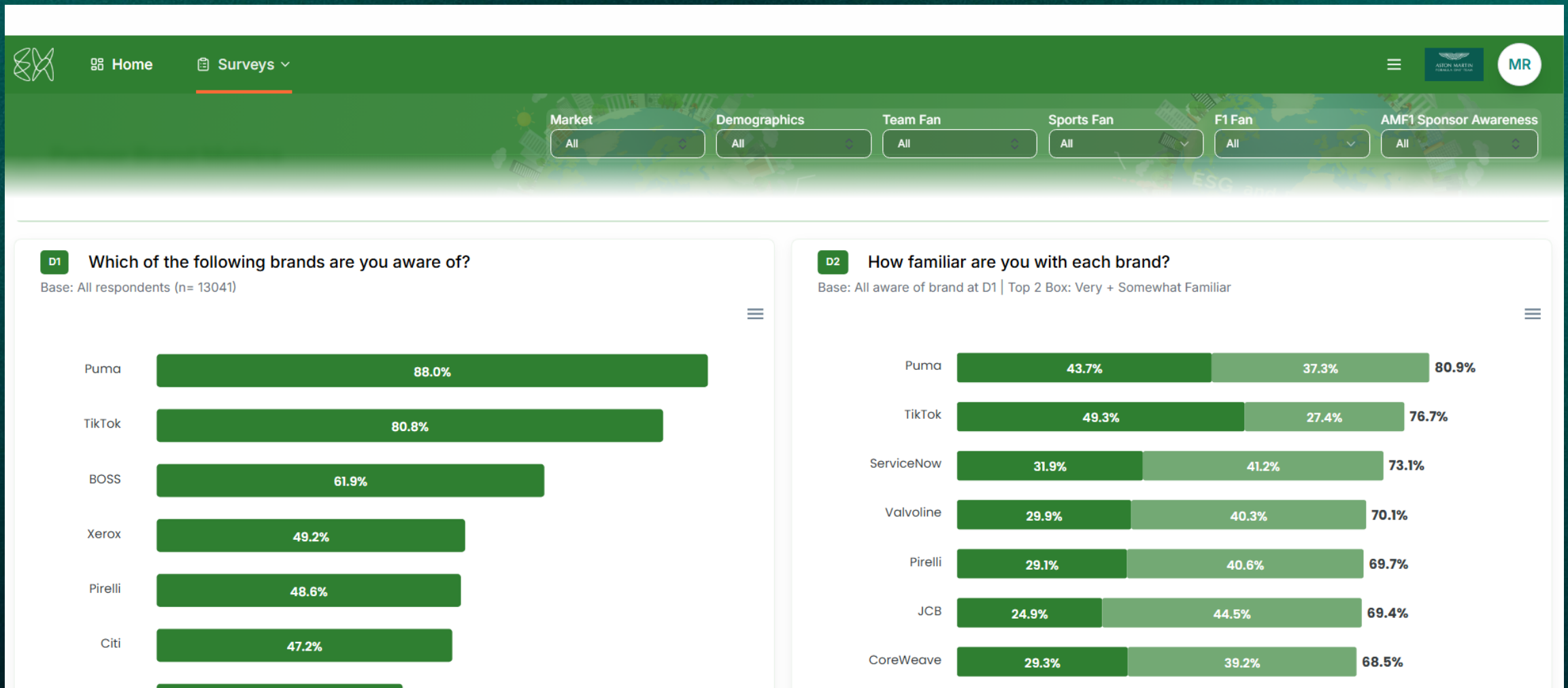
Sensor-based analytics placing hardware around sponsor activations at live events — capturing footfall, dwell time and real-world engagement with partner activations.

Traditional Media Value

Partner: Nielsen/Hookit

TV broadcast logo exposure and social media value metrics remain a core output — now enhanced by deeper brand equity measurement to provide a complete picture of sponsorship return.

BRINGING DATA TO LIFE COURTESY OF OUR DASHBOARD PARTNER - EXPERIENZ



8 MONTHS IN – INSIGHT IS NOW AT THE HEART OF ALL DECISION MAKING

DIMENSION	BEFORE (PRE-JUNE 2025)	AFTER (TODAY)
Insights scope	Media value & logo exposure only	4-pillar research & analytics programme
Fan understanding	None	Fan tracker, segmentation
Engagement measurement	Basic social value data	Brandwatch, Cision, social analytics
Insight into non-AMF1 fans	None	Dedicated survey modules + I/AM 360 panel
Partner ROI measurement	Media value only	11 market partner effectiveness study + Meshh
Team size	2 person	5 people
Budget	Baseline	2.5x baseline
Key research partner	None	Potentia Insight

FROM LIMITED TO LEADING-EDGE

*How AMF1 transformed its insights function in 8 months —
team of 5, 2.5× budget, 10,000+ fan panel, 11 markets*

- AMF1 now has one of the most comprehensive insights programmes in motorsport
- Internal stakeholders across marketing, commercial and sales all leverage the data
- External partners value the ROI evidence, strengthening commercial relationships
- Potentia Insight has been an instrumental partner throughout this journey

10,000+

I/AM THREE SIXTY
Members

0 → 11

Markets Covered
Across Key
Research Studies

2 → 5

Team Members

2.5×

Budget Growth

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FORMULA ONE™ TEAM

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