


ORACLE Red Bull RACING

# FAN CHARTER

2026

OUR PROGRESS.
OUR FANS.
OUR COMMITMENTS.




## LAURENT MEKIES

"You fans are incredibly special to our Team. You care deeply about everything we do, and we feel that passion wherever we go — whether online through MyPaddock, or in person, when we see you at Showruns or a Grand Prix. You stick with us through thick and thin. As we continuously strive to be better on track, we are equally committed to working off track to find new ways to open Formula One to more fans around the world. The introduction of the Fan Charter last year began that conversation, and as we head into 2026, we are looking for ways to engage with you even more. From every member of Oracle Red Bull Racing to every one of you, thank you for your unrivalled support. The Red Bull spirit we pride ourselves on as a Team lives in every fan, and that is what binds us together...always."

# YOU ARE THE REASON WE RACE.

# AND THE REASON WE KEEP PUSHING FOR MORE.

## PROGRESS YOU CAN SEE.
## COMMITMENTS YOU CAN EXPECT.

Over the past year, we've celebrated big moments with fans around the world, and we've kept evolving how we show up for you, on and off the track. From new ways to get involved, to more chances to earn and win, we've continued to improve the fan experience based on what matters most to you. This Fan Charter is our commitment in writing: what we deliver for fans, how we deliver it, and how we'll keep improving based on what you tell us you want next.



# HELP SHAPE WHAT'S NEXT

2026


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## THIS CHARTER IS SHAPED BY WHAT YOU'VE TOLD US YOU WANT MORE OF, AND WHAT YOU EXPECT FROM US AS A TEAM.

Inside, you'll find the moments that defined 2025, the changes we've already made as a direct result of your feedback, and the commitments we're making for the season ahead.

It sets out how we'll continue to listen, learn and act. Not just during key moments in the season, but throughout the year. Through surveys, feedback sessions and direct fan input, we'll keep using your insight to evolve what we deliver, improve how we show up for fans, and ensure the experiences we create genuinely reflect what matters most to you.

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This Charter also exists to hold us accountable, to what we've already delivered, and to what we're committing to next.

Our Fan Charter only works if it reflects what fans truly want. If you have feedback at any point, we'd love to hear from you at

fanexperiences@redbullracing.com

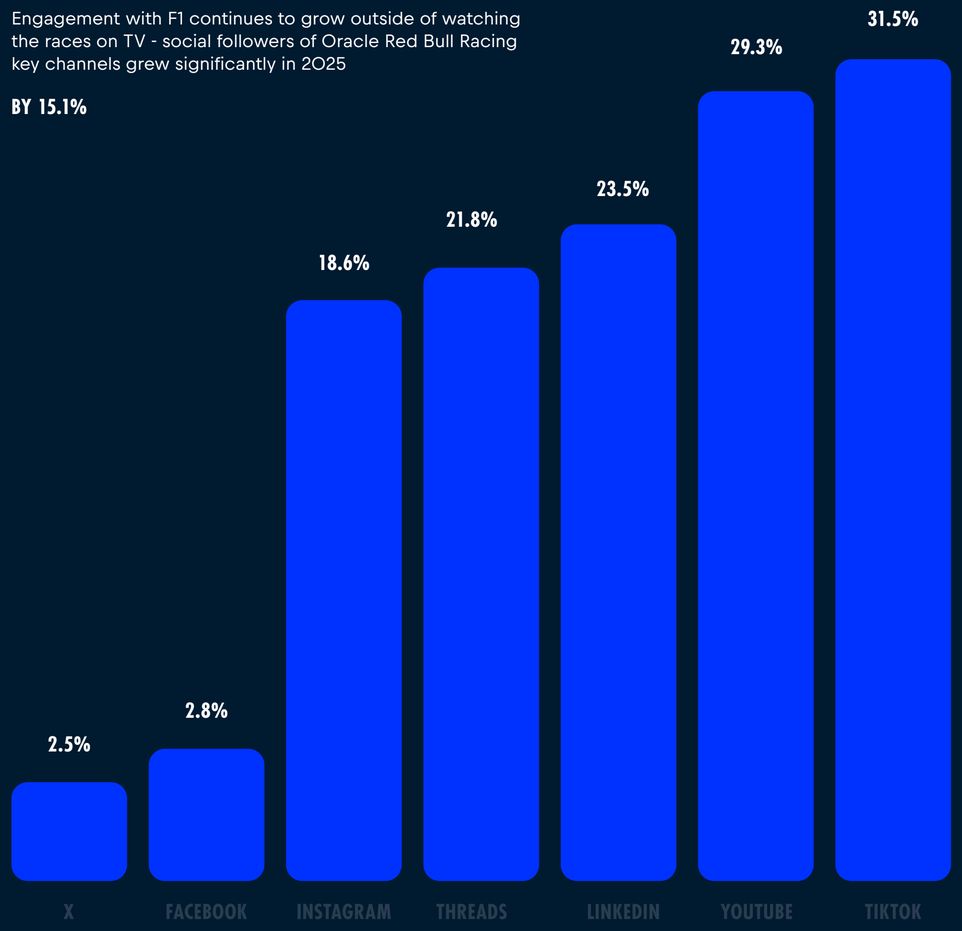


# STATS AND GROWTH FIGURES

01.

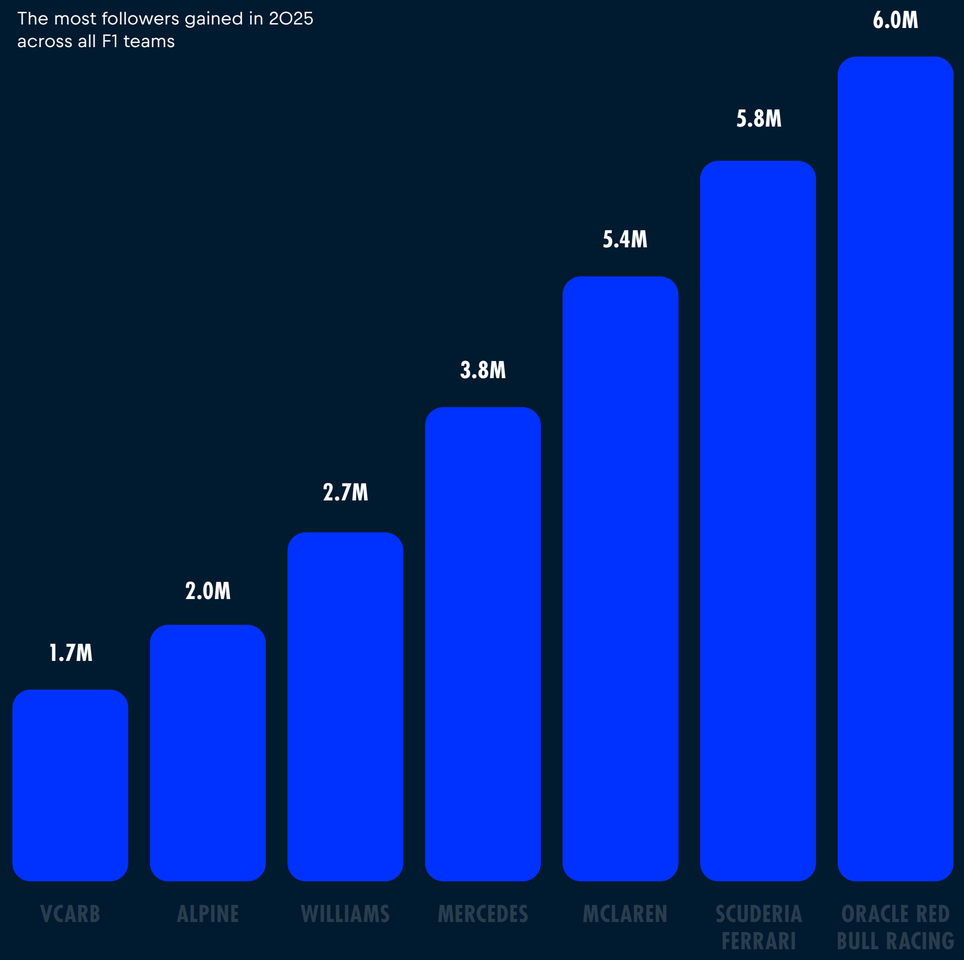
Engagement with F1 continues to grow outside of watching the races on TV - social followers of Oracle Red Bull Racing key channels grew significantly in 2025

**BY 15.1%**




Percentage Growth of Oracle Red Bull Racing Social Channels by Platform (%) – 2025

The most followers gained in 2025 across all F1 teams

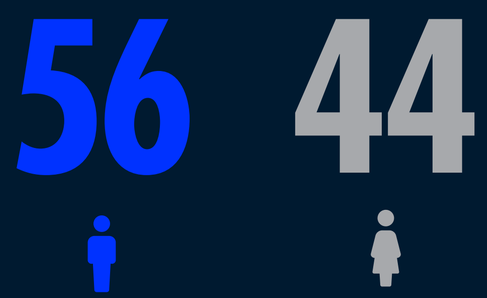



Total Followers Gained in 2025 – F1 Teams

# STATS AND GROWTH FIGURES

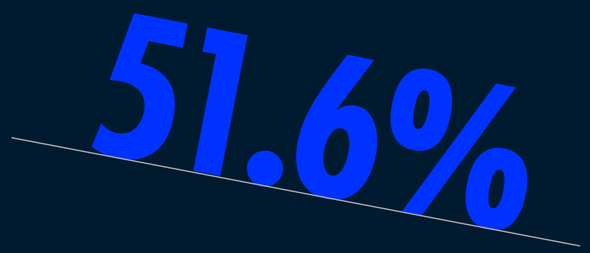
02.

There is a 56/44 gender split of fans engaging with Oracle Red Bull Racing through email or MyPaddock.




Blauw Fan Market Research

Oracle Red Bull Racing fans skew slightly younger than the average F1 fans - 51.6% of Oracle Red Bull Racing fans are aged 34 or younger, whereas the average age of F1 fan in 2025 was 43.2.




Blauw Fan Market Research

The average age of fans engaging with Oracle Red Bull Racing through email or The Paddock is 26.7.




Paddock Database Demographics

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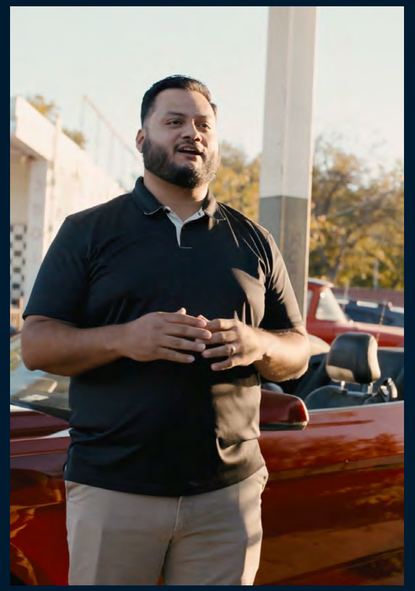
# KEY ACTIVATIONS IN 2025





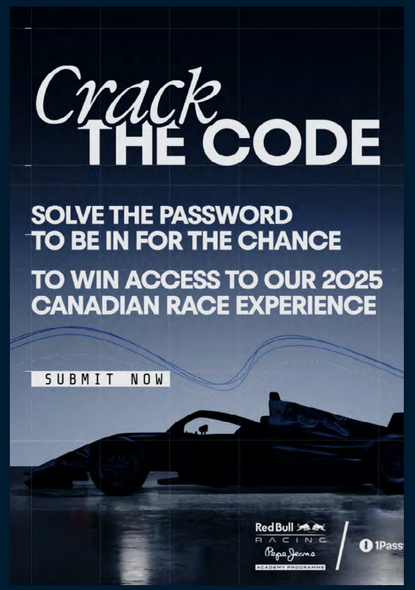


Essa é a sua grande chance de viver o Grande Prêmio de São Paulo 2025 de perto e com Estilo!















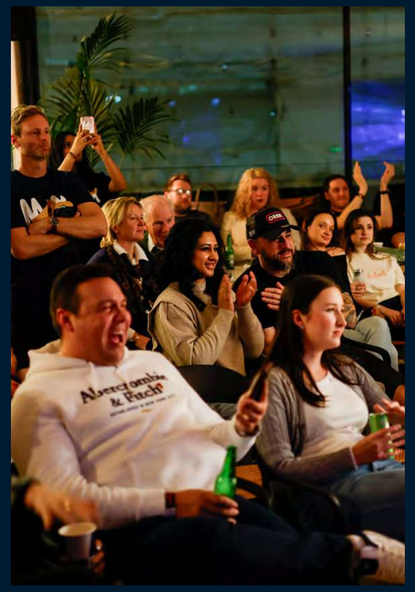




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ORACLE Red Bull RACING

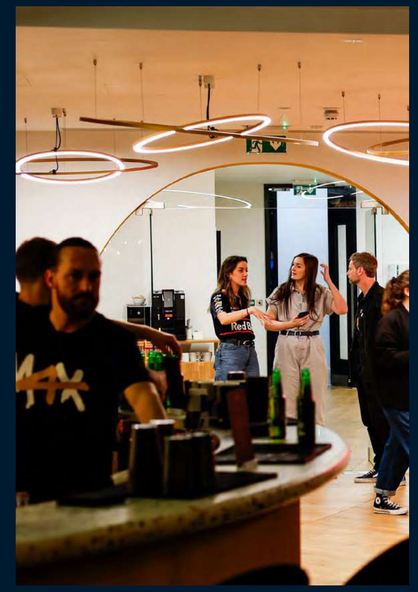





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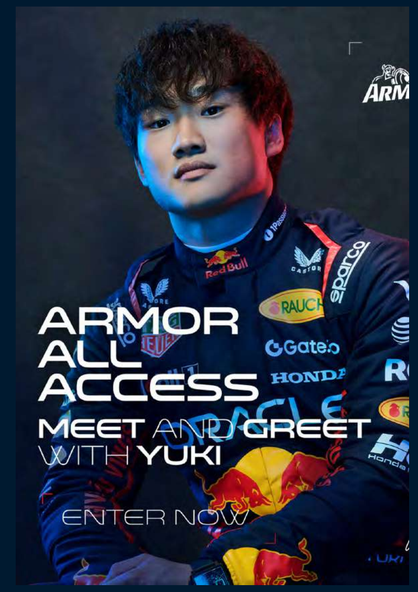





# IN 2025

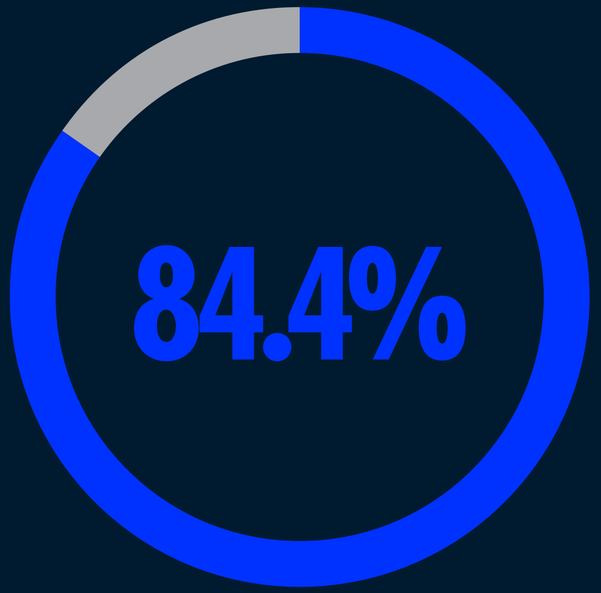




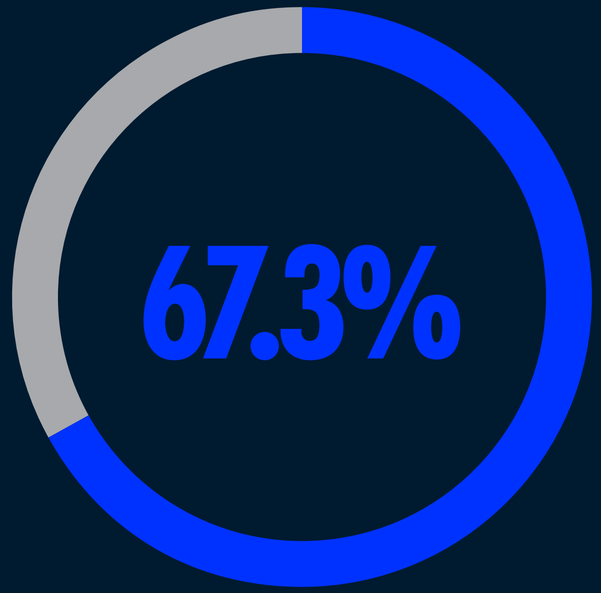



# MOST FANS FEEL VALUED AND WANT TO HELP SHAPE WHAT'S NEXT.

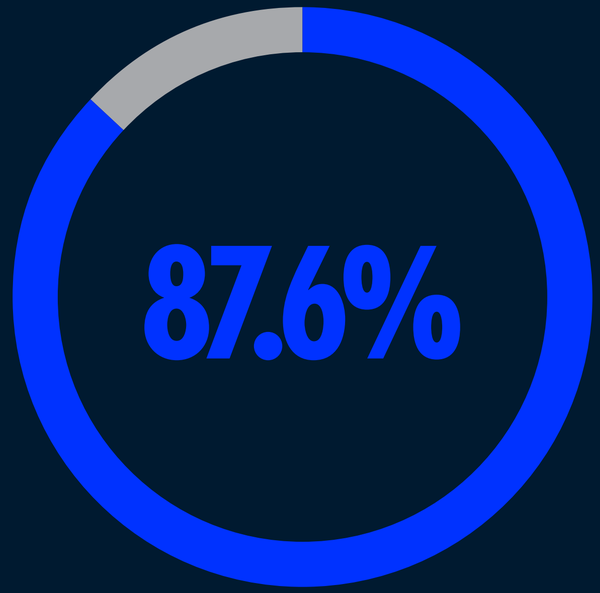
84.4% of fans feel listened to already, but this means that for 15.8% of you we can still do more to listen to what you want.



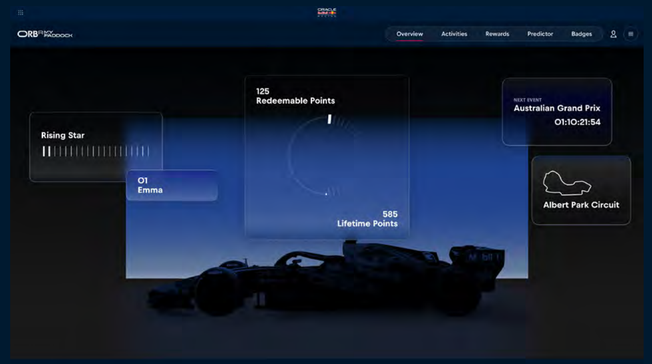

67.3% of Oracle Red Bull Racing fans say that they would like more input on how the Team is run.




87.6% of Oracle Red Bull Racing fans feel valued by the sports team they support.



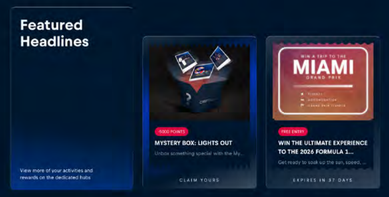

ORBR M:Y PADDOCK







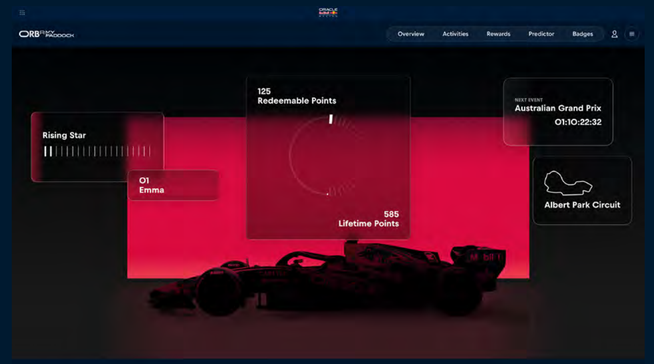






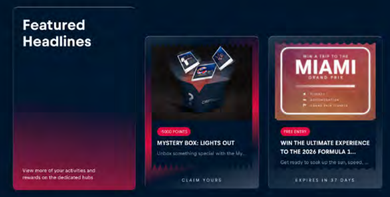















# BUILT WITH FANS

## YOU ASKED, WE LISTENED

When we launched MyPaddock, the goal was simple: give fans a space that feels closer to the Team, where loyalty is recognised, rewarded and celebrated. Since day one, fan feedback has shaped how the experience evolves, from rewards and gameplay to content and communication.

Your feedback was clear. You wanted a MyPaddock experience that felt easier to use, more engaging, and more rewarding from the moment you arrived.

Over the past year, we've redesigned MyPaddock with fans in mind: introducing a more interactive homepage, clearer navigation, and quicker access to the rewards and activities you care about most.

Every change was guided by what you told us mattered: making it simpler to take part, easier to understand how things work, and more enjoyable to return to again and again.

ORB MY PADDOCK

# MORE WAYS TO EARN.
# MORE WAYS TO WIN.

You told us you wanted more opportunities to spend your points and a fairer way to be rewarded without everything relying on first-come, first-served drops.

In response, we evolved how rewards work across MyPaddock, introducing new mechanics designed to give more fans a genuine chance to win.

## MYSTERY BOXES

Mystery Boxes introduced a new way to spend points, adding an element of surprise while opening rewards up to a wider group of members. By removing the race to click first, Mystery Boxes helped create a fairer, more inclusive reward experience — giving more fans the opportunity to win exclusive merchandise throughout the season.



## FESTIVE FRENZY

Festive Frenzy became our biggest MyPaddock give away to date. Across December, hundreds of prizes were made available, turning the festive period into a month-long celebration for fans around the world and rewarding loyalty at scale.



# WHAT'S NEXT FOR MY PADDOCK.


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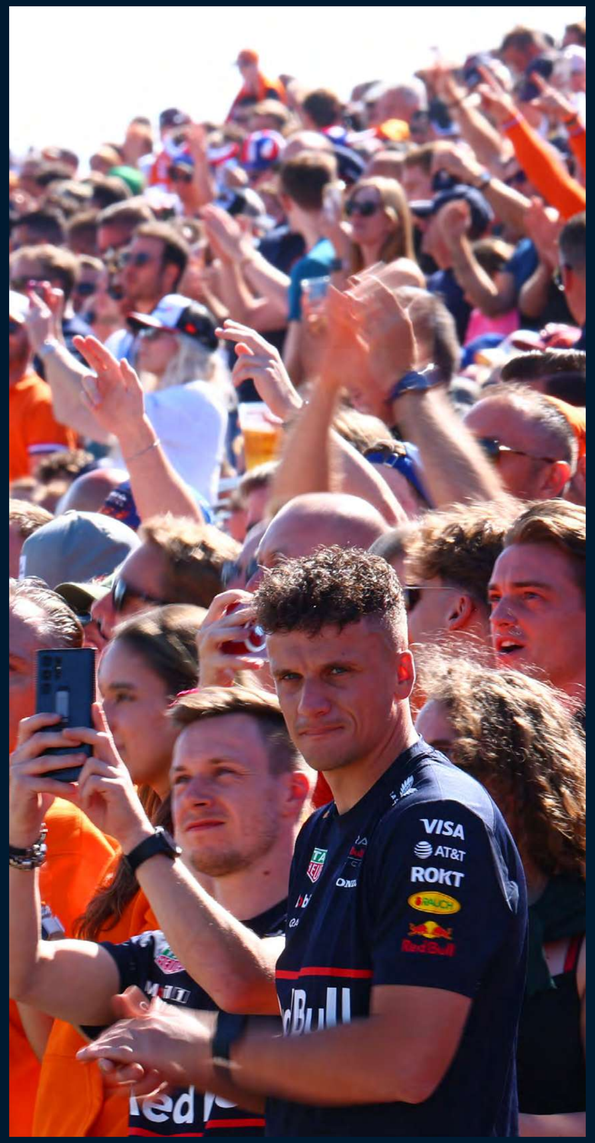
In 2026, we'll continue evolving MyPaddock with a focus on three key areas. Designed to make the experience deeper, more personal, and more engaging for fans.

We'll build on gamification, introducing new ways to play and interact across the season. We'll bring exclusive content back to MyPaddock, offering insights from key members of the Team throughout the year. We'll continue developing personalisation, creating spaces and experiences that feel uniquely yours.

**THERE'S MORE TO COME AND WE'RE JUST GETTING STARTED.**



3 Online Fan Forums Across The Year | 90-Minute Sessions | Fans Across The UK And US | A Mix Of My Paddock Members And Non-Members

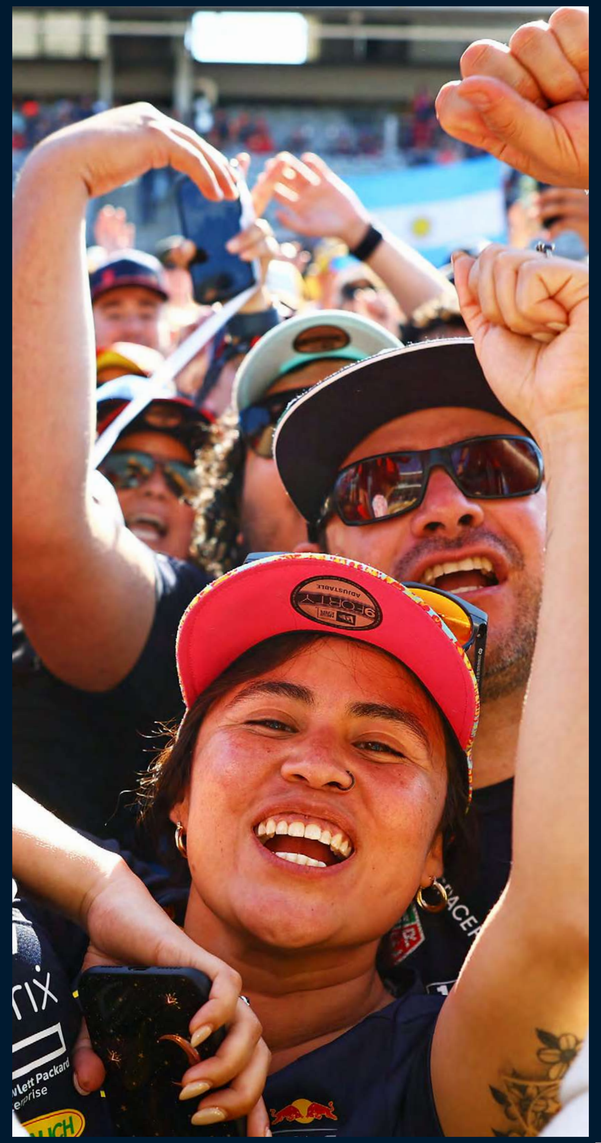



# GIVING FANS A BIGGER VOICE

In 2025, we brought fans closer to the decision-making process through our Fan Forums, a series of structured sessions designed to gather honest, detailed feedback from fans around the world.

Across the Fan Forums, fans shared what they value most, what frustrates them, and where they believe the fan experience can be improved. These conversations gave us deeper insight into expectations and helped shape how we prioritise what we build and deliver.

**FAN INSIGHT CONTINUES TO DIRECTLY INFLUENCE WHAT WE PRIORITISE AND DELIVER.**



# KEY TAKEAWAYS.

**BELONGING & COMMUNITY ARE AT THE HEART OF BEING AN ORACLE RED BULL RACING FAN**

**FANS APPRECIATE WHEN ORACLE RED BULL RACING LISTENS AND EVOLVES AND THEY WANT THAT FEEDBACK LOOP TO CONTINUE**

**LOYALTY SHOULD FEEL REWARDED IN TANGIBLE, MEANINGFUL WAYS**

**FANS WANT MORE REAL, HUMAN STORIES BEYOND JUST DRIVERS, AND DRAMA**

**FANS WANTED MYPADDOCK TO FEEL MORE PERSONALISED AND EASIER TO NAVIGATE**

These insights are influencing how we evolve MyPaddock, strengthen fan engagement and shape wider marketing, licensing and sustainability priorities across the business in 2026.

# KEEPING FAN VOICES AT THE HEART OF THE TEAM

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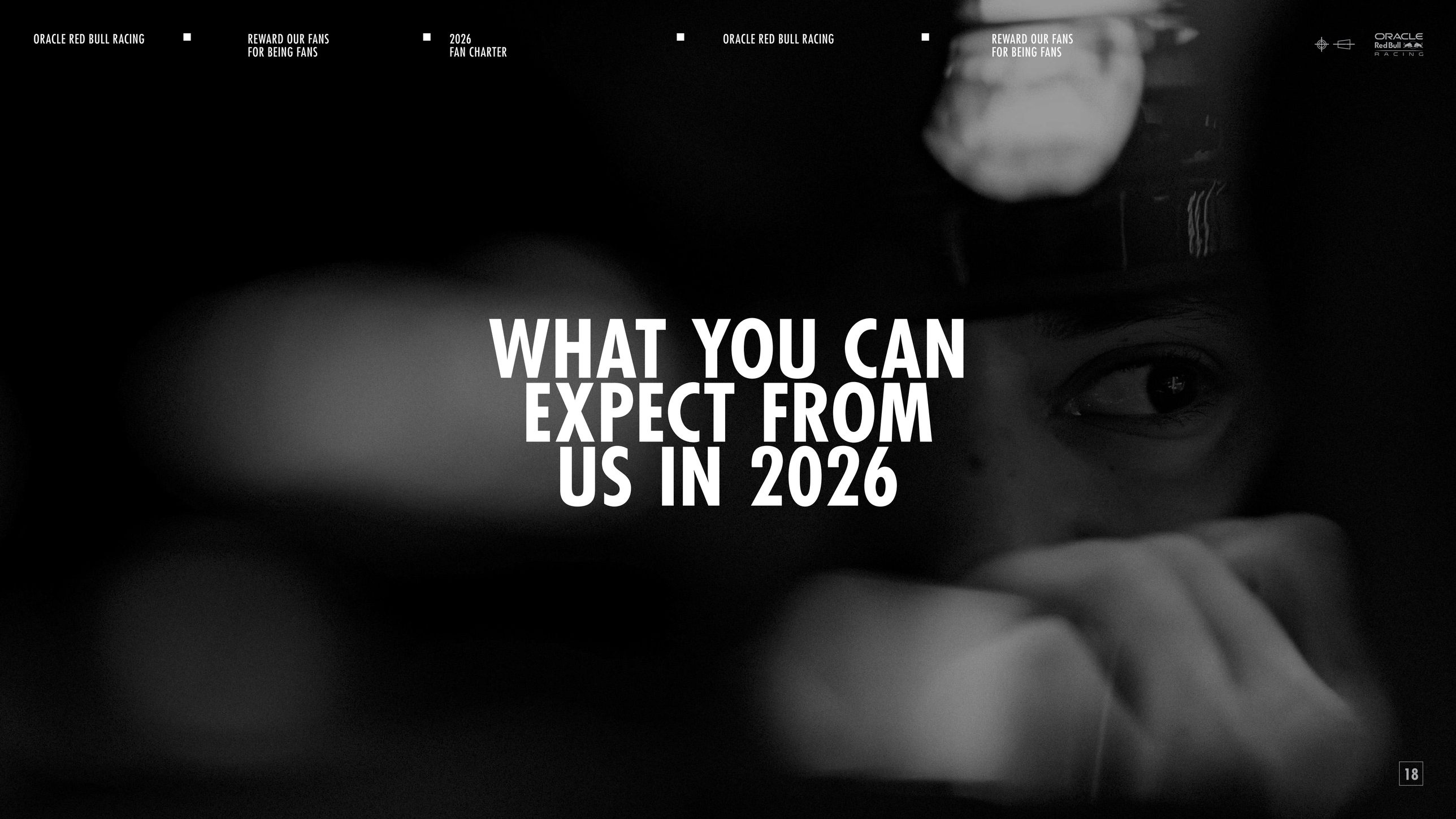
In 2026, the Fan Forum will return as a key part of how we stay connected to fans and keep listening throughout the season.

Building on the insights shared in 2025, we'll continue bringing together a group of dedicated fans to share honest feedback, discuss what matters most, and help shape how the fan experience evolves.

These sessions will remain a direct line between fans and the Team ensuring your voice continues to influence what we prioritise, how we deliver, and how we keep improving.

Direct fan feedback beyond surveys | Insights used to guide future fan experiences | Your feedback matters and we'll keep listening





# WHAT YOU CAN EXPECT FROM US IN 2026

# OUR COMMITMENTS

## 1. GAMIFIED FAN EXPERIENCES

We'll continue building interactive, game-led experiences across MyPaddock – giving fans more ways to get involved, compete and engage throughout the season, not just on race weekends.

In 2026, this includes relaunching Predictor with new features like Private Leagues, alongside introducing a new version of Play for Pole.

## 2. MORE REWARDS, MORE OFTEN

We're committed to expanding the range, variety and accessibility of rewards, creating more opportunities for fans to earn, unlock and enjoy meaningful prizes through MyPaddock.

In 2026, this includes four Mystery Box activations across the year and the return of Festive Frenzy.

## 3. TRAVEL THE WORLD WITH US

From races to showruns and unforgettable destinations, we'll continue creating once-in-a-lifetime opportunities for fans to experience Oracle Red Bull Racing live, around the world.

In 2026, this means delivering six global race competitions, showrun experiences and international travel prizes across the season, up from three in 2025.

# OUR COMMITMENTS CONTINUED

## 4. PERSONALISED FAN EXPERIENCES

We'll continue investing in personalisation – shaping MyPaddock and our digital platforms around your preferences, so the content, rewards and experiences you see feel more relevant to you.

In 2026, we'll further enhance platform personalisation to create a more tailored and intuitive fan experience.

## 5. EXCLUSIVE CONTENT & ACCESS

We'll bring fans closer to the action with exclusive content, behind-the-scenes access and insights from across Oracle Red Bull Racing.

We commit to delivering a minimum of 20 exclusive pieces of content within MyPaddock across the 2026 season.

## 6. KEEPING FAN VOICES AT THE HEART

Through surveys, structured Fan Forums and direct feedback sessions, we'll keep listening, learning and evolving. Ensuring fan insight continues to shape what we prioritise, how we deliver and how we improve.

Two Fan Forums will take place across 2026 as part of this commitment.





## MAX VERSTAPPEN

"The support that we get from fans all over the world makes a huge difference to us as drivers. Whether it's at track or online, you've always been there alongside us and feeling that passion everywhere we go pushes us to keep improving. It's great to know that even more of you can be closer to the Team in 2026 and we can't wait to share more moments with you this season."

THANK YOU

FANEXPERIENCES@REDBULLRACING.COM

## ISACK HADJAR

"The Oracle Red Bull Racing fanbase is one of the biggest in the world and I felt that support as soon as I joined the Team. I'm really looking forward to this year and can't wait to be cheered on by all of you."




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