



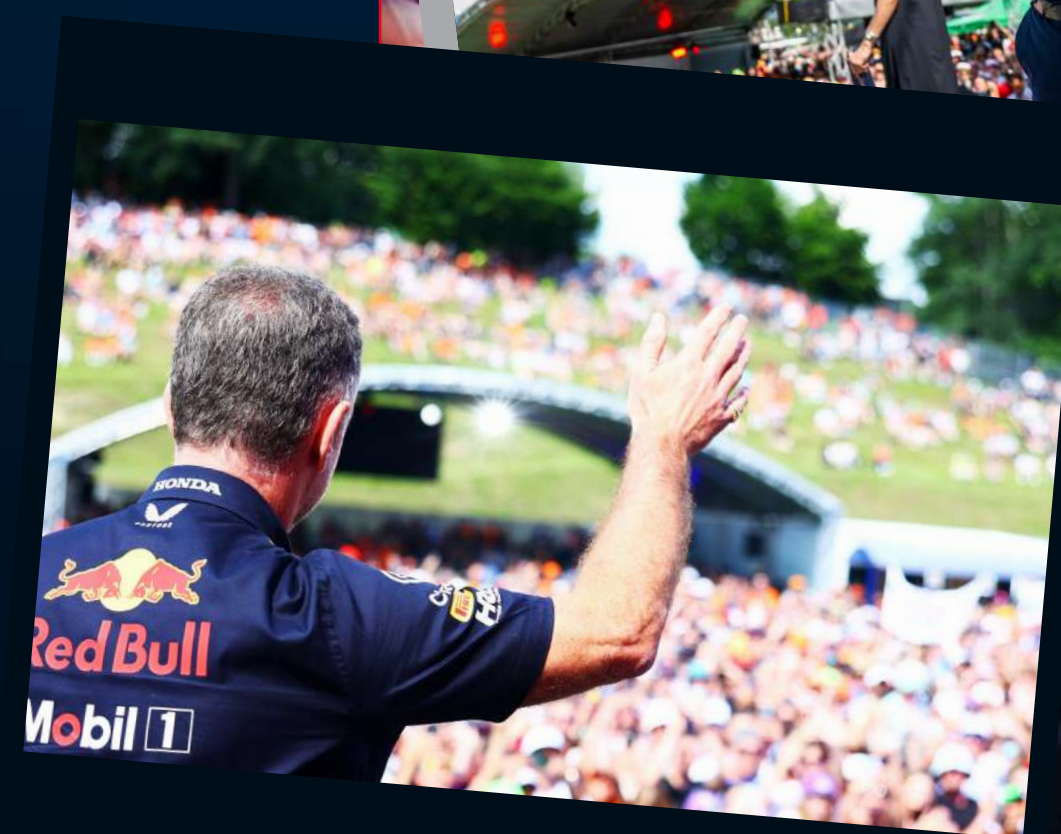
# FAN CHARTER

## 2025/26 SEASON

# THEY SIT AT THE CENTRE OF EVERYTHING THAT WE DO

The fans are the focus for us as a Team. They sit at the centre of everything that we do. We arguably have one of the largest fan bases in sport, but there is no debating we have the best. Without them, there quite simply is no racing. We are continually pushing ourselves, asking how we can improve our fans' experience, and how we can make F1 not only more engaging for current fans, but also accessible and interesting to new ones. Creating and making this Charter publicly available is a landmark occasion for the Team and goes some way towards showcasing and confirming that level of dedication to our fans. From myself and the Team we thank you, the fans, as together we strive to continue to deliver at the level we've committed to here, within this Charter.

**CHRISTIAN**  
HORNER





## INTRODUCTION

At Oracle Red Bull Racing, you – our fans – are at the heart of the Team. Over the past 20 years we've dreamed big with you, celebrated some amazing highs together and worked through the lows thanks to your incredible support. That support goes both ways, though, and we want you to know just how much your phenomenal dedication means to us as a Team.

While we've always spoken to fans, and tailored our offering accordingly, this year we want to take it to the next level and make a real commitment to you with a dedicated Fan Charter.

This Charter puts into words our commitment to fans – what we deliver, how we do it and how it matches what you want.



WHAT WE  
**DELIVER,**  
HOW WE  
DO IT...

...AND HOW  
IT MATCHES  
**WHAT YOU  
WANT**

This Charter explores some of the experiences you've asked to see more of, the expectations you have, and how we will try our very best to meet them.

We outline how we want to keep talking to you as a fan group and we explain how we will factor your feedback into those developments so that we can continue to evolve our offering.

We want your voice to be heard loud and clear, so we're committing to multiple surveys and fan forums, all facilitated by third parties, to ensure we're exceeding expectations and delivering the best experience possible.

## WE WANT YOUR VOICE TO BE HEARD LOUD AND CLEAR

The Charter showcases some of the campaigns and fan experiences that have most resonated with you and details some of the changes we've already made as a result of your direct input. It also outlines our commitments for 2025, which we hope will sound as exciting to you as they feel for us.

Our Fan Charter will only ring true if we're hitting the right notes with you, so please feel free to give us your feedback at [fanexperiences@redbullracing.com](mailto:fanexperiences@redbullracing.com).

Thank you, once again, for your unwavering support and loyalty.

ORACLE RED BULL RACING

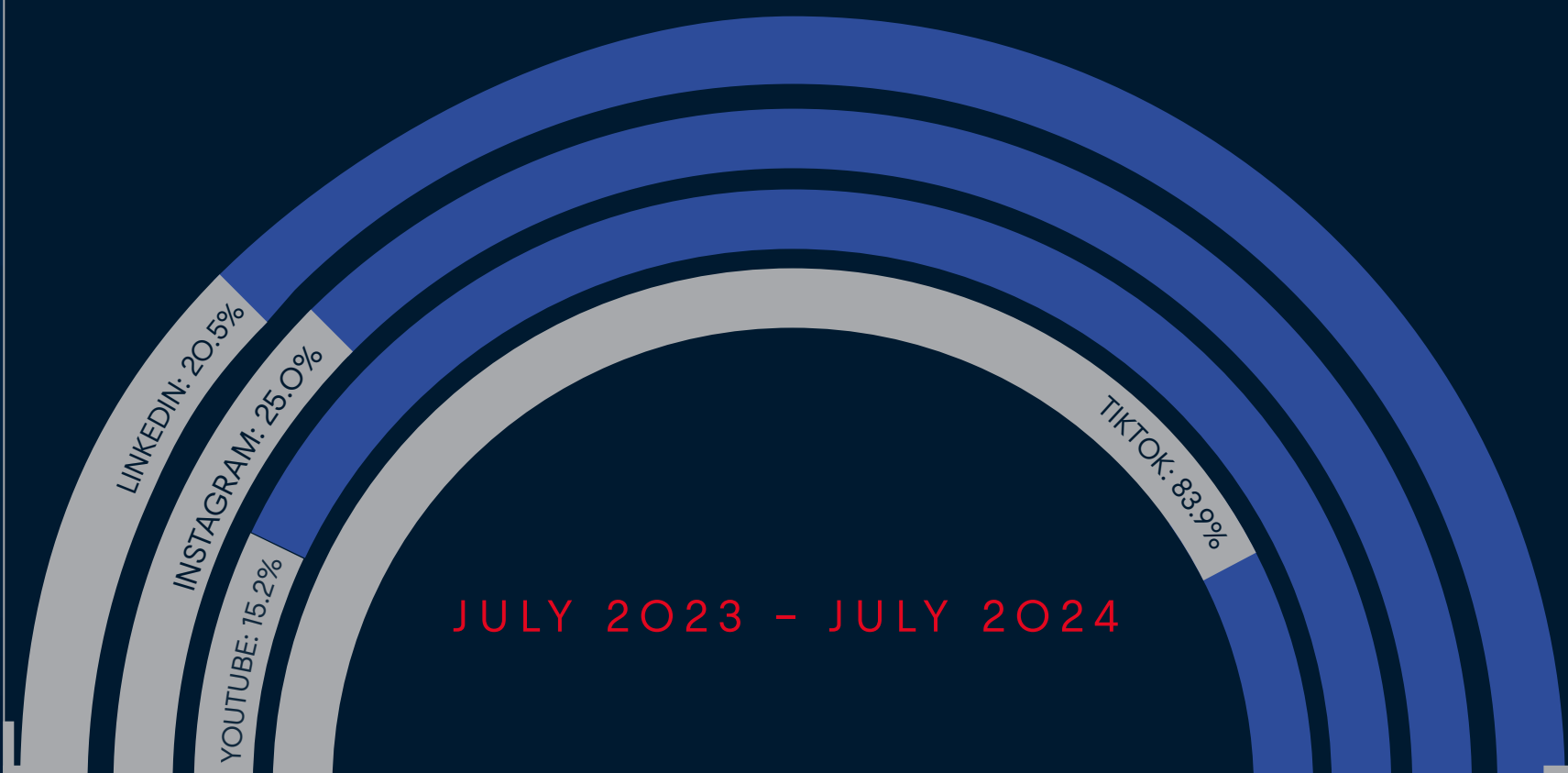


# STATS & GROWTH FIGURES

F1 is now the leading annual global sports competition with 732m fans and has more fans than leagues like the Premier League, NFL and Champions League.



Engagement with F1 continues to grow outside of watching the races on TV - social followers of ORBR key channels grew significantly between July 2023 and July 2024: TikTok: 83.9%, Instagram: 25.0%, YouTube: 15.2%



26.6

The average age of fans engaging with ORBR through email or The Paddock is 26.6.

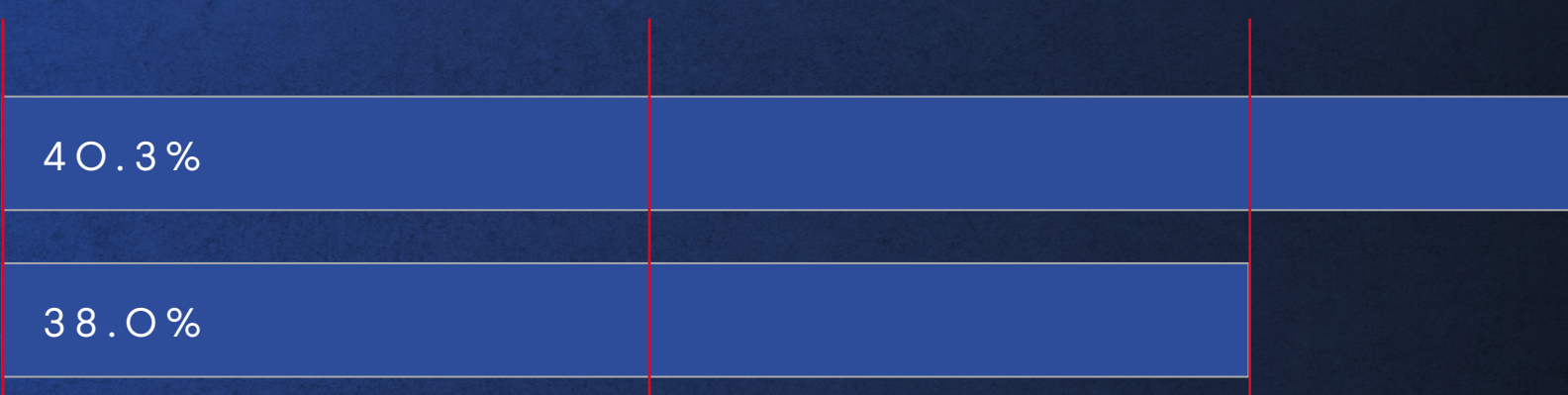
ORBR fans skew slightly younger than the average F1 fans - 44.9% of ORBR fans are aged 34 or younger, whereas the average age of F1 fan in 2024 was 43.0.

44.9%

There is an even 50/50 gender split of fans engaging with ORBR through email or The Paddock showing engagement from outside the F1 fan demographic norms.

50/50

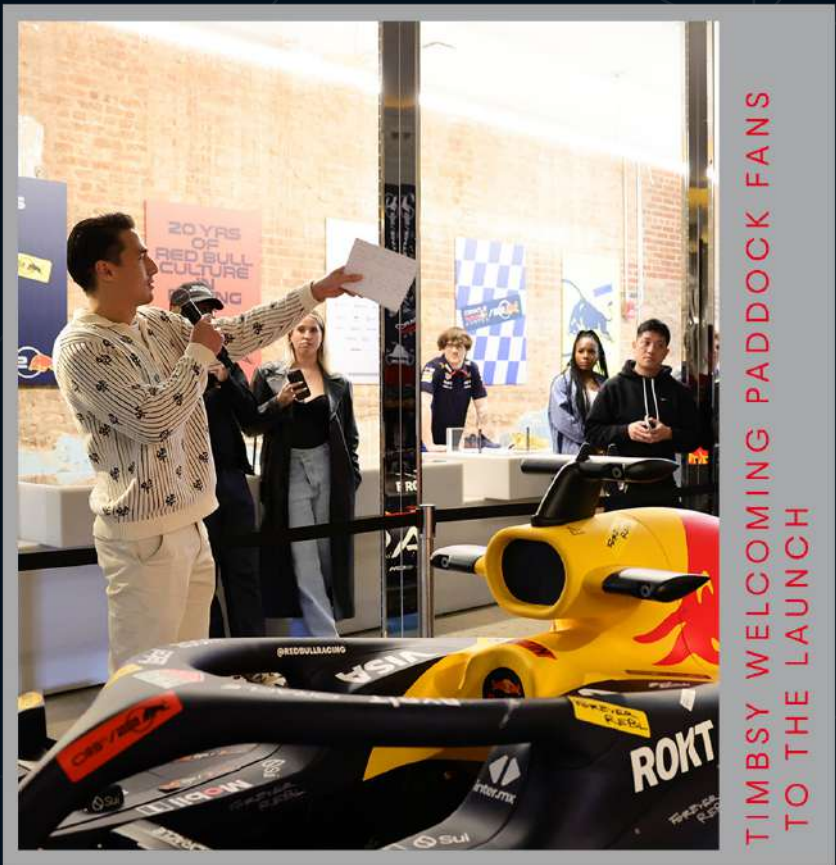
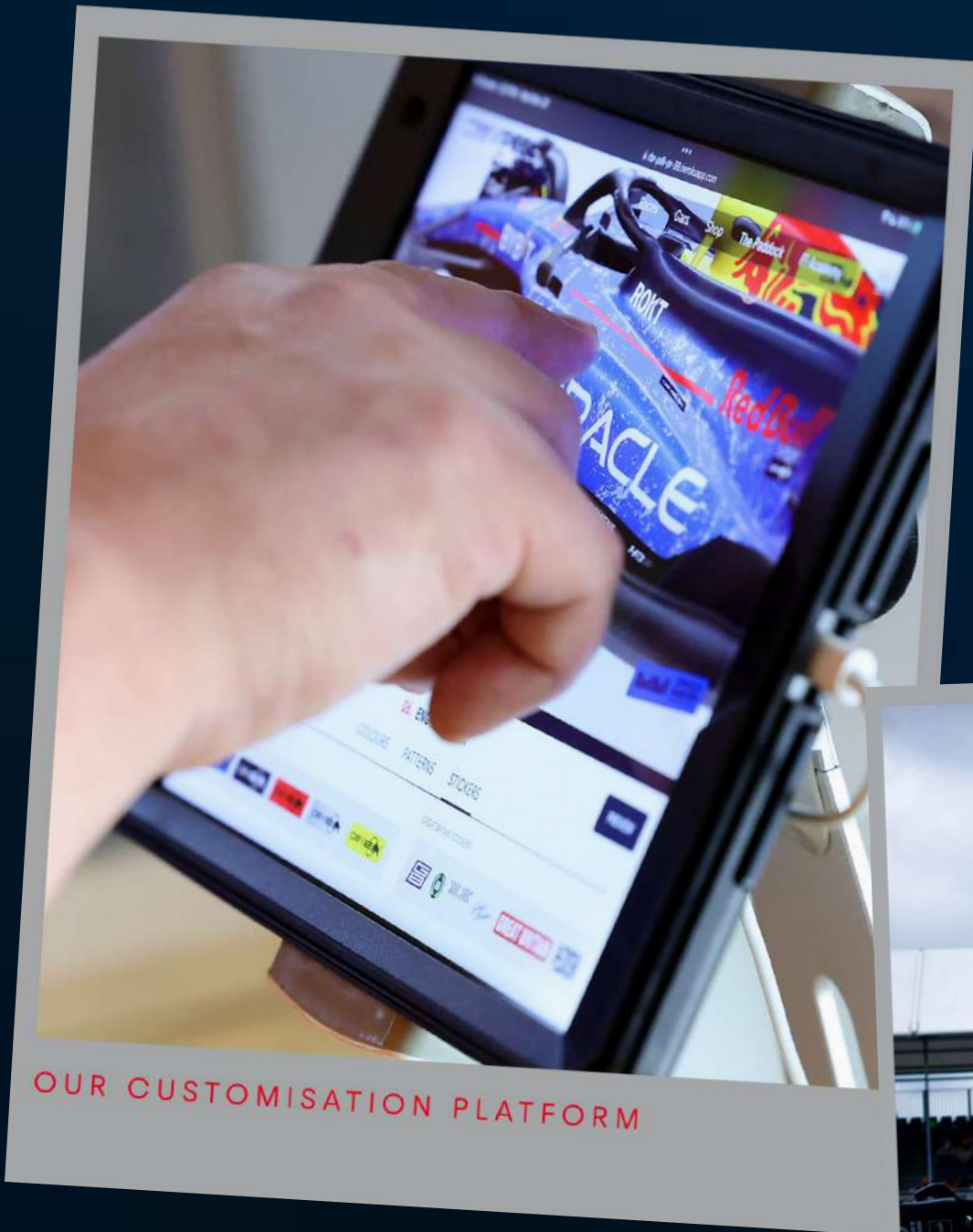
Membership of our email database has grown 40.3% in the last year (Nov 23 - Nov 24). Membership of The Paddock, our free fan loyalty programme, has grown 38.0% in the last year (Nov 23 - Nov 24).



ORBR has 569.7m fans globally, growing 11.2% in the last year.

+11.2%

# KEY ACTIVATIONS FOR FANS IN 2024

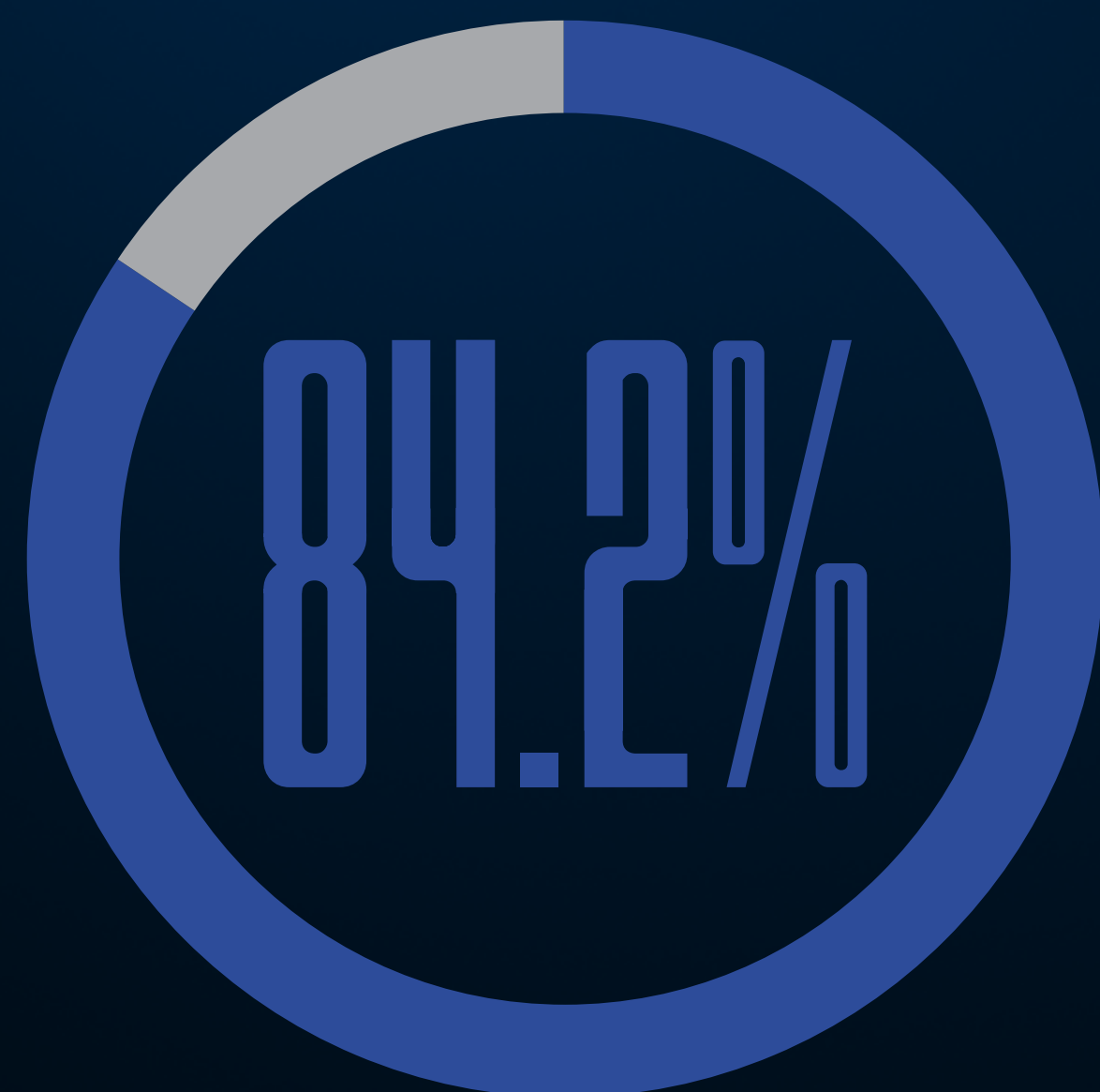


# KEY ACTIVATIONS 2024

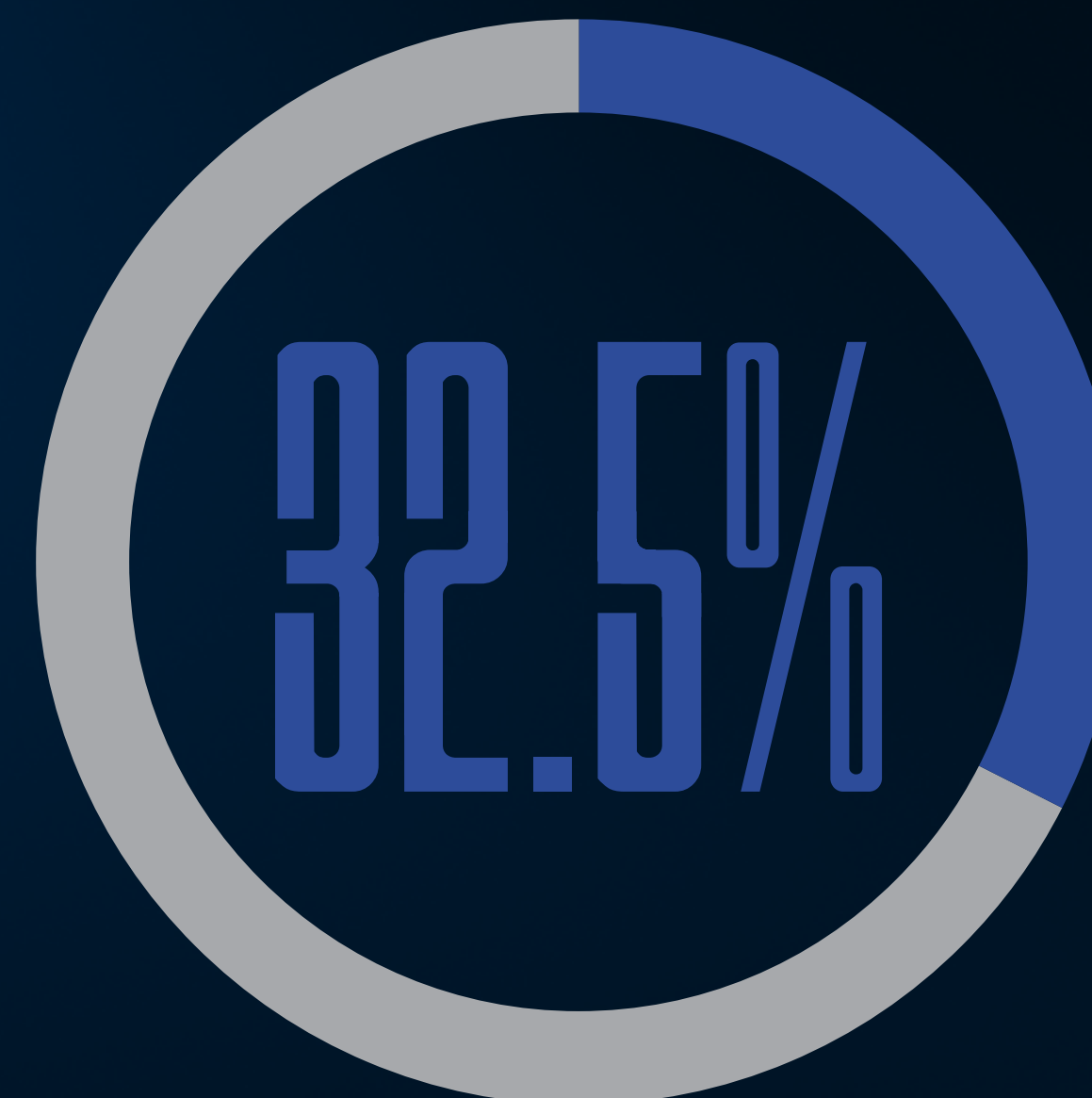


# MOST FANS FEEL VALUED **BUT WE CAN DO MORE**

84.2% 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.



32.5% of ORBR fans say that they would like more input on how the Team is run.



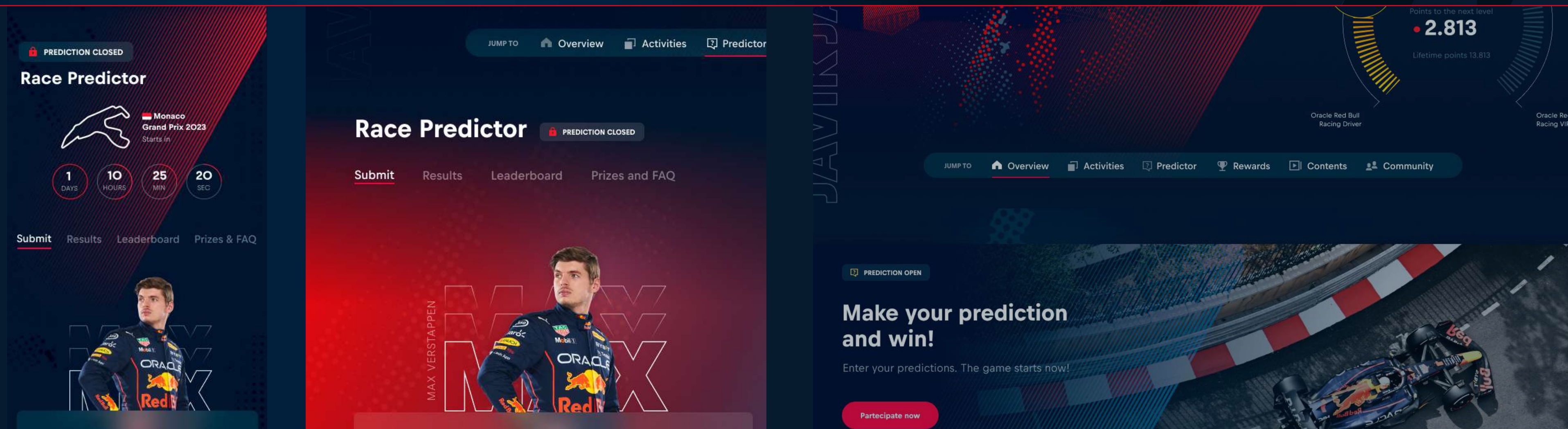
# THE PADDOCK – YOU ASKED WE LISTENED

When we launched The Paddock in 2021 our aim was to give our most loyal fans a space just for themselves – somewhere they could connect more closely with the Team, where their devotion to the cause was both celebrated and rewarded. A loyalty programme they could call home.

Central to that goal was putting fans in control. Your space, your rules. From the moment we launched we've made sure your voice has been heard. Here's how...



# THE PADDOCK — YOU ASKED WE LISTENED



## THE PREDICTOR

In 2023, we asked our Paddock members what feature they wanted most—'Gamification' topped the list. So that season we launched 'The Predictor', where fans forecast our drivers' performances to earn points and prizes.

Last year, we took it even further with a Grand Prize, sending lucky winners to Las Vegas for an unforgettable Grand Prix weekend.

# THE PADDOCK

## - YOU ASKED WE LISTENED

### MAKE YOUR MARK & REBL CUSTMS

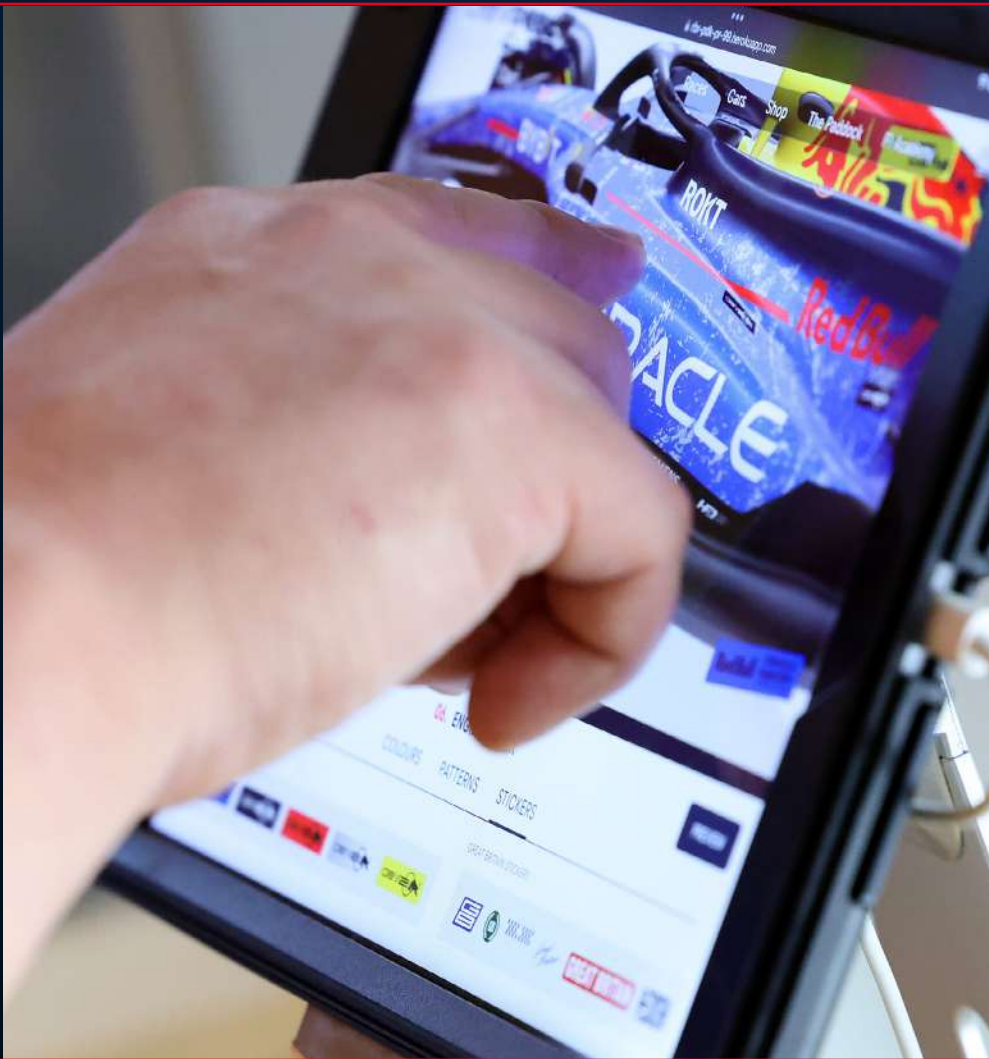
In 2023, fans shaped one of our biggest competitions—'Make Your Mark', where three fan-designed liveries hit the track at the US races. However, for some without design skills, the competition was found to be too complex.

So in 2024, we launched 'REBL CUSTMS', making it easier than ever. Fans used a customisable car render with pre-set colours, patterns, and stickers to design an RB20 livery—and compete for a VIP trip to a Grand Prix. The response? Hugely positive. 'REBL CUSTMS' quickly became one of our most popular competitions yet.




### UPCOMING REWARDS

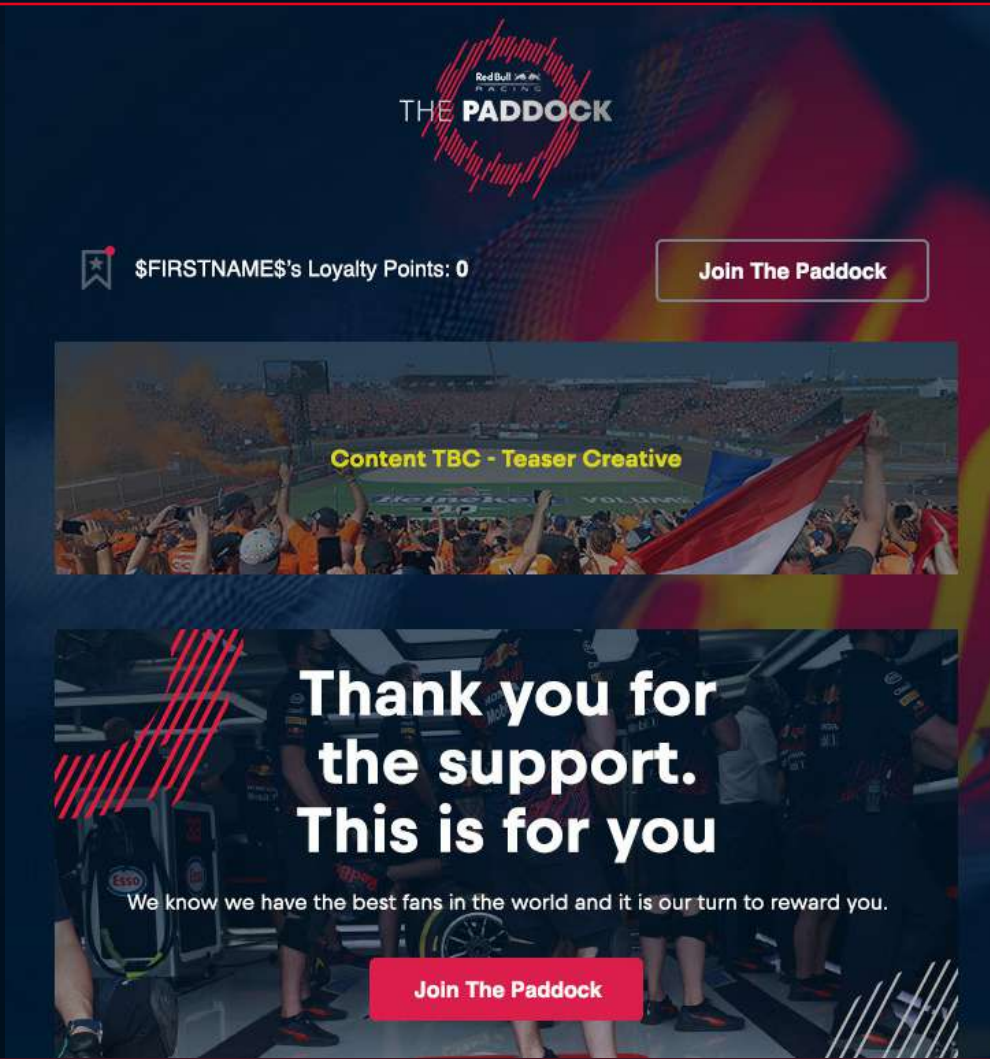
In 2023, we proposed a 'Rewards Roadmap' to our fans to give them a preview of upcoming prizes. It was a hit, so we launched 'Upcoming Rewards', with countdowns to major prize drops.

Demand surged, servers crashed, and fans missed out. Turning to our exclusive Discord channel, we asked—'should we go back to random drops?' The answer? A resounding yes. Now, rewards are back to being superbly surprising.



#### Rewards

		
<b>Red Crate</b>	<b>Gold Crate</b>	<b>Silver Crate</b>
Ends in 10 days 2,000 Points	Ends in 10 days 1,750 Points	Ends in 10 days 1,500 Points



# OUR KEY THEMES FOR 2025

To really understand what matters to you, our fans, we've taken a deep dive into what truly makes for a first-class fan experience. Utilising both a qualitative and quantitative approach, we conducted in-depth interviews with small groups of fans as well as issuing a broader survey to a wider collective.

We've discovered the key things your fan experience needs so, in 2025, we're rolling out three major themes to you

# 1.

## MORE LIVE EVENTS & MORE REWARDS

At the top of your list is being with us at races, which we totally understand! We'll never be able to bring you all along with us to races, but we're going to do our best to offer more Meet & Greets and Fan Events to try to bring you closer to the action. We are also actively looking into how we can get more fans to Show Runs and Race Screening events in 2025, too. Equally, we know that you love your team merchandise, so we're committing to putting as much swag as possible into your hands in 2025.

# 2.

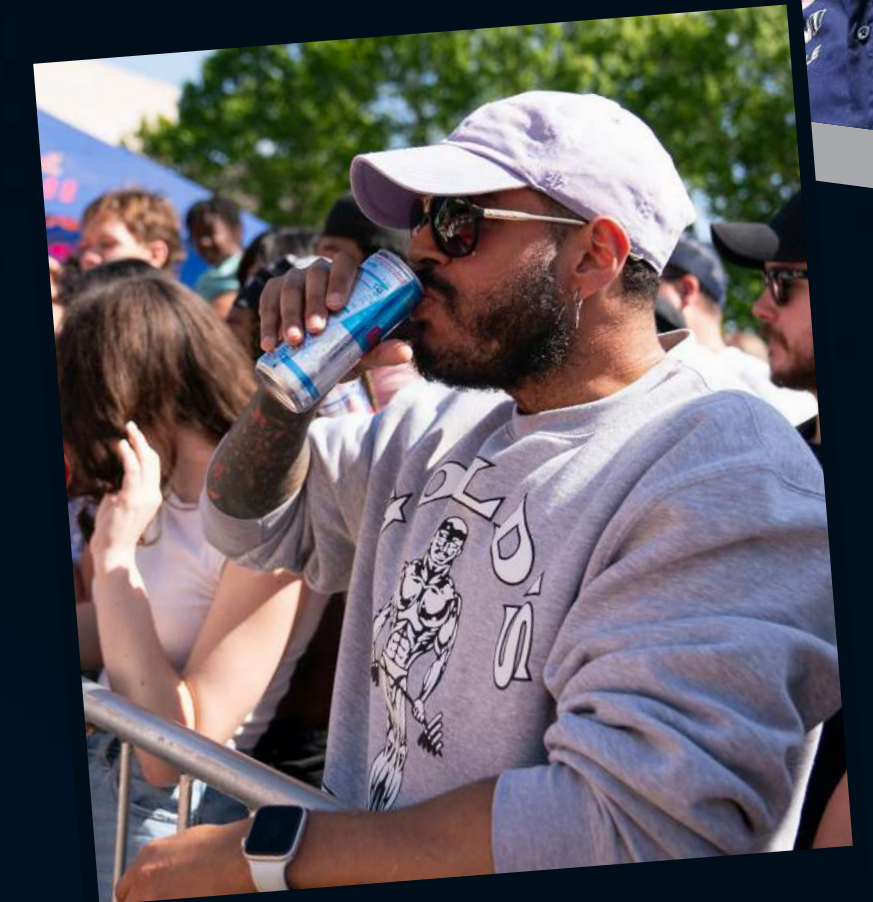
## EXCLUSIVE CONTENT

We know that you love to go behind the scenes to see just what the Team gets up to away from the track. So, in 2025 we're kicking that into a higher gear by bringing you even more content. Bespoke video series, live Q&A's and in-depth features on key personnel, we'll bring exclusive action, to you, every weekend and beyond.

# 3.

## DEEPER CONNECTION

Through our surveys, you told us that feeling part of the charge is really important to you. We're 100% here for that, and in 2025, we'll be establishing our first ever Fan Advisory Board Meetings, giving fans more of a voice and helping us stay closer connected to what fans want.



We've made it our mission to put fans at the heart of the Team – and in 2025 we're doubling down on that goal with the launch of our first ever Fan Advisory Group Meetings. These will give the fans an even bigger say in how we develop and deepen your connection to the team in the future.

As part of this initiative, we'll host three 90-minute online forums with key Team personnel each year, bringing together fans from around the world to provide feedback on how we're doing and to share your thoughts on making the fan experience even better.



## 90-MINUTE ONLINE FORUMS

Your voice will be heard. Each forum will be joined by members of Oracle Red Bull Racing's Leadership Team, meaning you'll have a direct line to the people who can turn your ideas into action.

From improving existing experiences to creating exciting new rewards and events, these Fan Advisory Group Meetings are your chance to shape the future and to help us reach that goal of putting fans first.



YOUR TEAM **YOUR WAY**



# OUR 6 COMMITMENTS



1.

## RACE WATCH PARTIES

Strengthening our fan community with at least two in-person events in 2025.

2.

## FAN ADVISORY BOARD

A dedicated group of fans who will provide in-depth feedback three times this year to help us enhance the fan experience.

3.

## MORE RELEVANT COMMUNICATIONS

Introducing a 'Preferences Centre' in The Paddock that lets you tailor what updates you receive from us.

4.

## A NEW PADDOCK LOYALTY EXPERIENCE

Redesigning our loyalty programme in 2025, featuring the improvements you've asked for and greater accessibility.

5.

## GAMIFIED REWARDS

New reward mechanics in our loyalty programme, including Mystery Boxes, to give our fans a fairer chance of winning exclusive merch.

6.

## PERSONALISED CONTENT

Enhancing content discovery on our website by learning more about your preferences, making it easier to find what interests you most.



# THANK YOU!

We'd love to hear from you - if you want to get in touch,  
please email [fanexperiences@redbullracing.com](mailto:fanexperiences@redbullracing.com)



"Myself and my team look at what we're offering our fans every day. It's important for us to keep innovating and building on our existing experiences and offerings for fans, as we know that if we don't do this we'll fall behind. The commitments in this Charter to speaking more regularly with fans on the Fan Advisory Board, and continuing our surveys and communications across Discord and other social channels forms a really important part of our strategy, to continue to deliver an exceptional fan experience for our audience all around the world. This Charter will ensure we continue to drive forward our fan engagement experience and continue to excite our fans and bring them closer than ever to the Team."

**OLIVER HUGHES**  
CHIEF MARKETING & COMMERCIAL OFFICER



"The fans are so important to us as drivers. Everywhere in the world we go, we meet incredible fans and love spending time with them. They power us on and celebrate with us when we succeed. It's great to know that we're delivering the best experiences that we can for the fans around the world too who might not make it to races, ensuring they can follow us online and support in whatever way they can."

**MAX VERSTAPPEN**



"Having fans as passionate as you all are is incredible for us as drivers. I'm so looking forward to racing in front of you and hopefully meeting some of you along the way this year."

**LIAM LAWSON**



# FAN CHARTER

## 2025/26 SEASON

CONTACT US

[fanexperiences@redbullracing.com](mailto:fanexperiences@redbullracing.com)

