



**FREESPACE**  
*drone racing*



**GIANT DRONE RACING IS SET TO BE THE  
FORMULA 1 OF THE NEXT-GENERATION.**

**BE A PART OF THE FUTURE OF RACING AND  
THE EVOLUTION OF SPORTS.**

[www.freespaceracing.com](http://www.freespaceracing.com)

## WHO WE ARE

Freespace Drone Racing (FSDR) designs world-leading giant racing drones coupled with the safest and most sophisticated events platform. FSDR leads the global phenomena of drone racing, encapsulating elements of gaming, eSports, AR, VR and physical flying to totally innovate the digital sports experience for both fans and athletes alike.

FSDR is defining the future of sports sponsorship, focusing on direct-to-consumer content aimed at the next generation of sports fans who value innovation, social awareness and sustainable mobility.

We provide a Giant Drone Racing platform that includes the design and manufacture of the giant racing drones: FS500 and FS1, and an aviation based racing infrastructure with standard operating procedures that have been sanctioned by the IOC appointed International Governing Body on Airsports; the FAI.

## WHERE WE ARE GOING

Significant milestones in 2018 and beyond:

- FS500 Racing Debut at the FAI Barcelona F3U Drone Racing World Cup event in July 2018
- FS1 V2 Prototype currently in production with first flight test scheduled for mid 2018
- FS500 to be demonstrated at the FAI Drone Racing World Championships in Shenzhen, China in November 2018
- FS500 FAI annual World Championship series to commence in 2019
- FS1 FAI annual World Championship to commence post 2020

## FS500 & FS1 VISUAL COMPARISON



## COMPANY OVERVIEW

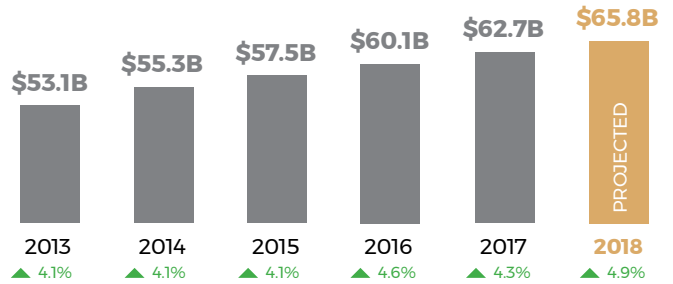
Freespace Drone Racing is a multifaceted company with a background in the area of drone technology, including antennas, integrated circuits, signal processing, RF systems and the optimisation of UAV control systems and tuning. Our team also has extensive experience in operations, safety systems, rules and regulations, event management, media and entertainment.

Having been involved with drone racing since early 2013, The Freespace team have been designing, building and testing prototype drones from 500mm up to 1300mm in diameter, almost 10 times bigger than the current racing drones. This scale gives the aircraft the size, speed, power and sound to not only captivate audiences at an event, but be fitted with the latest technology and equipment needed to broadcast live drone racing events.

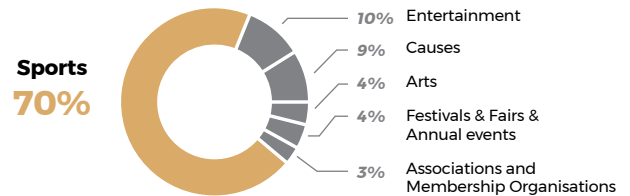
Drone racing is one of the fastest growing sports across the globe. One of the first truly 21st-century sports, it combines elements of eSports, virtual reality, augmented reality and real live racing. With exponential advancements in battery power and digital technology, Freespace Drone Racing is excited to be at the forefront of a new age in sports entertainment.

## MARKET OVERVIEW

### Projected Total global sponsorship in USD for 2018.



### Global sponsorship share by category in 2017



Sources: ESP Sponsorship report 2018

## MARKET DEMOGRAPHICS

Drone Racing fans are typically very engaged, intelligent and proactive. Growing up with technology at their fingertips, fans are incredibly tech savvy, employed as Software Developers, Engineers and Product Designers in areas such as Aerospace, Automotive, Construction, Energy and Sports. They are big believers in performance of what they use, and are well researched when it comes to purchase decisions.



**PRIMARY**  
MALE, 8 TO 26 YEARS OLD.

**SECONDARY**  
MALE, 12 TO 35 YEARS OLD.



### ACTION SPORTS FANS

Also follow sports such as X-Games, Rally Cross Racing, Formula 1, Red Bull Air Races, and NASCAR.



### GAMERS & TECHIES

Tech savvy, and have a strong affiliation to gaming and emerging technologies (VR/AR, AI, etc).



### MULTI-PLATFORM

Consumes content on multiple devices through Facebook, Instagram, Twitter, YouTube, Twitch, etc.



THE GLOBAL SPENDING POWER OF MILLENNIALS IS OVER **USD 2.5 TRILLION** ANNUALLY AND **95%** SAY THEY WILL SWITCH TO A BRAND WHO ARE CONSCIOUSLY AWARE OF NEW TECHNOLOGIES AND HOW THEIR USE IMPACTS AND ON THE ENVIRONMENT AND IN GLOBAL SOCIETY.

## SPONSORSHIP AND INVESTMENT

Through partnering with FSDR you will be able to place your brand in the perfect position to:

- Capitalise on the digital explosion of media.
- Embed your brand in the future of Racing and take control of content and the conversation.
- Develop content to reach today's digitally-immersed, mobile-active, socially responsible, social media savvy and content-hungry sports fan.
- Become part of something your customers will love.

## INVESTMENT HIGHLIGHTS

### MARKET LEADER

The first company to design and built a giant racing drone over 1m in size and underpinned by developing an aviation based safety racing platform, Freespace Drone Racing is widely regarded as the go-to team for all giant racing drone solutions.

### EXPERIENCED MANAGEMENT TEAM

With over 60 years combined experience in UAV engineering, aviation safety and operations, media, event management, and drone racing, the Freespace team is well positioned to execute our plan and deliver on a world stage.



Secretary General of the FAI, Susanne Schoedel speaking on the future of drone racing with the FS500 on display. The partnership with the FAI is laying the foundations for the FS500 and FS1 Drone Racing World Championships.

### HIGH REVENUE GROWTH

As the market catches up with innovation in the drone space, Freespace are set to turnover in excess of \$100k in revenue in 2018. This is up from \$7500 in 2017. This is just the beginning for the UAV industry, with industry applications set to explode.

### PROPRIETARY TECHNOLOGY

Led by world leading UAV specialist Dr. Leonard Hall, Freespace Drone Racing has developed proprietary technology and designs that will assist in revolutionising the UAV Industry, the wider Aerospace industry, and the renewable energy sector overall.

BY PARTNERING WITH **FREESPACE DRONE RACING** TODAY,  
YOU ARE **EMBEDDING YOUR BRAND** IN AN EXCITING NEW SPORT  
WITH **UNLIMITED POTENTIAL.**

**THE TIME IS NOW.**

## STRATEGIC PARTNERSHIPS

Freespace Drone Racing have working strategic relationships with the following partners.



For more information please contact:

[www.freespaceracing.com](http://www.freespaceracing.com)

**Grantley Reed**

Managing Director

[grantley@freespaceracing.com](mailto:grantley@freespaceracing.com)

**Leonard Hall**

CTO

[Leonard@freespaceracing.com](mailto:Leonard@freespaceracing.com)