

# AGATEP ASSOCIATES INC.

## Integrated Marketing & Corporate Communications

Unit 1605 Robinsons-Equitable Bank Tower, ADB Avenue cor. Poveda St. Ortigas Center, Pasig City 1605

TO : Asian Formula 3 Corporation

ATTN : Mr. Eddie Peña

RE : Sentul, Indonesia Post Race Report  
August 2005

COPIES : Mark Goddard  
Audrey General  
Charlie Agatep  
AAI files

SUBJECT : AF3 Post Race Report

### Key Highlights:

- Print Publicity (Philippines) for **Sentul - August 2005** totaled **3,494 col/cms** with a total advertising value of **P 1,165,923.01** and total media value of **P 8,017,951.98**
- Print Publicity (Indonesia) for **Sentul - August 2005** totaled **1,631 col/cms** with a total advertising value of **P 252,780.38** and total media value of **P 1,620,744.51**
  - \* **1.00 IDR = 0.005434931 PHP**  
**Indonesian Rupiah Philippine Peso**

Stories focused on:

- AF3 - Sentul leg
  - Pre-publicity ,Practice Races, Qualifying, Race Results,Podium
- Broadcast Publicities (Indonesia) for August 2005 totaled **11,424 seconds** with a total advertising value of **P 5,174,054.31 (Rp 952,000,000.00)**
  - \* **1.00 IDR = 0.005434931 PHP0**  
**Indonesian Rupiah Philippine Peso**

**\*Total Col/Cms - Print Publicity Efforts (Sentul - August) – 5,125 col/cms**

**\*Total Advertising Value - Print Publicity Efforts (Sentul - August) – P 1,418,703.39**

**\*Total Media Value –Print Publicity Efforts (Sentul - August) – P 9,638,696.49**

**TOTAL ADVERTISING VALUE (Sentul – August) for Print and Broadcast  
P 6,592,757.70**

## I. Print Publicity

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	08/04/05	RP drivers to test Sentul Circuit	Phil. Daily Inquirer	A24	63	38,669.40	270,685.80	270,400
2	08/04/05	Peña, Sy to test Sentul circuit for AF3 series	Philippine Star	17	54	29,082.24	203,575.68	256,700
3	08/04/05	RP drivers Peña, Sy eye breakthrough wins	Mla. Standard Today	A9	48	10,032.00	40,128.00	150,000
4	08/04/05	RP drivers to test circuit in Indonesia	Manila Bulletin	E4	48	14,520.00	145,200.00	260,000
5	08/04/05	Peña, Sy lead AF3 tests at Sentul circuit	Manila Times	B7	70	14,245.00	56,980.00	123,000
6	08/04/05	Drivers gear up for Indon leg of AF3	Malaya	A8	72	14,652.00	146,520.00	150,000
7	08/04/05	Peña, Sy lead Pinoy roster in testing AF3 Sentul track	Daily Tribune	8	80	28,512.00	285,120.00	130,000
8	08/04/05	Peña, Sy off for Sentul	Tempo	13	65	10,010.00	40,040.00	250,000
9	08/04/05	Peña, Sy gear up for AF3 bash	People's Journal	15	57	13,449.15	53,796.60	382,200
10	08/16/05	Peña, Sy looking for top finish in Indone AF3 races	Phil. Daily Inquirer	A24	72	44,193.60	309,355.20	270,400
11	08/16/05	RP drivers to prove worth in AF3	Mla. Standard Today	A7	56	11,704.00	46,816.00	150,000
12	08/16/05	AF3 races return to Indonesia	Malaya	A8	53	10,785.50	107,855.00	150,000
13	08/16/05	Peña, Sy again in AF3	Daily Tribune	8	60	21,384.00	213,840.00	130,000
14	08/16/05	Peña, Sy eye breakthrough	Tempo	13	61	16,909.20	118,364.40	250,000
15	08/16/05	RP riders rarin' to bounce back	People's Journal	15	49	11,561.55	46,246.20	382,200
16	08/17/05	RP drivers look for breakthrough win in Indon AF3	Philippine Star	A27	55	16,456.00	65,824.00	256,700
17	08/17/05	Pinoy drivers aim for victory at Sentul track	Manila Times	B7	36	7,326.00	29,304.00	123,000
18	08/19/05	Goddard-Minardi Team Asia Eyes Good Outing	Manila Times	B7	42	8,547.00	34,188.00	123,000

19	08/19/05	Big Challenge for Sy at Mikola's Home Turf	Mla. Standard Today	A7	33	6,897.00	27,588.00	150,000
20	08/20/05	Sy, Peña Doing Well in Practice	Tempo	14	80	12,320.00	49,280.00	250,000
21	08/20/05	Is Mikola Unbeatable	People's Journal	15	69	16,280.55	65,122.20	382,200
22	08/20/05	Tires May Spell Differences on Mikola's Turf	Philippine Star	A11	44	13,164.80	52,659.20	256,700
23	08/20/05	Mikola Marked Man at AF3	Mla. Standard Today	A8	36	13,543.20	135,432.00	130,000
24	08/20/05	Mikola Not Invincible on Home Track, say AF3 Foes	Manila Times	B7	91	18,518.50	74,074.00	123,000
25	08/20/05	Wide Open Race in Af3's Sentul Stop	Malaya	A9	56	11,396.00	45,584.00	150,000
26	08/20/05	Top Asian Riders After Mikola's Scalp	Daily Tribune	8	78	15,873.00	63,492.00	130,000
27	08/20/05	RP's Tops Sentul AF3 Practice	Phil. Daily Inquirer	A27	63	38,669.40	270,685.80	270,400
28	08/21/05	Sy Wrests AF3 Pole	Manila Bulletin	Q2	44	15,488.00	61,952.00	260,000
29	08/21/05	RP's Grabs Pole at AF3's Sentul Races	Manila Times	A11	42	8,547.00	34,188.00	123,000
30	08/21/05	Ay Grabs Af3 Pole, Awes Indon Champ	Philippine Star	22	60	37,065.60	259,459.20	256,700
31	08/21/05	Sy Grabs Pole in 7th Round	Phil. Daily Inquirer	A18	92	62,845.20	439,916.40	270,400
32	08/21/05	Sy Takes Pole in Asian F3 Sentul Race	Daily Tribune	8	72	14,256.00	142,560.00	130,000
33	08/21/05	Ty grabs pole in Sentul	Tempo	13	80	12,320.00	49,280.00	250,000
34	08/21/05	Sy grabs pole lead	People's Journal	13	52	13,087.36	52,349.44	382,200
35	08/22/05	Clutch Problem Spoils Sy's Af3 Bid	Philippine Star	23	68	36,622.08	256,354.56	256,700
36	08/22/05	Peña Wins Up 3rd as Tough Luck Hounds Sy	Phil. Daily Inquirer	A27	108	66,290.40	464,032.80	270,400
37	08/22/05	Pinoy Riders Falter in AF3	People's Journal	15	55	8,470.00	33,880.00	382,200
38	08/22/05	Sy falls short anew; Peña 3rd	Mla. Standard Today	A8	62	23,324.40	163,270.80	150,000

39	08/22/05	Sy's AF3 Victory Stymied by	Daily Tribune	8	150	53,460.00	534,600.00	130,000
40	08/22/05	Clutch problem Dashes Sy's AF3 Dreams	Manila Bulletin	I3	66	35,937.00	251,559.00	256,700
41	08/22/05	No RP breakthrough yet in AF3	Malaya	A7	87	17,704.50	70,818.00	150,000
42	08/22/05	Heartbreaker for Tyson	Tempo	13	56	8,624.00	34,496.00	250,000
43	08/23/05	Sy, Peña Make Af3 Round 8 Podium	Manila Bulletin	E3	35	10,587.50	42,350.00	260,000
44	08/23/05	Podium Finish for RP's Sy, Peña in Indon AF3	Phil. Daily Inquirer	A22	120	73,656.00	515,592.00	270,400
45	08/23/05	Mikola Bucks Pinoy Drivers as Rains Wreak Havoc on Round 8	Philippine Star	A20	68	36,622.08	366,220.80	256,700
46	08/23/05	Mikola shoves Filipino drivers to the backseat	Mla. Standard Today	A8	42	15,800.40	110,602.80	150,000
47	08/23/05	Rain helps Mikola win Round 8	Manila Times	B6	50	10,175.00	40,700.00	123,000
48	08/23/05	Mikola Rules Rain-Delayed AF3 Leg; Sy, Peña in podium	Daily Tribune	8	116	41,342.40	413,424.00	130,000
49	08/23/05	Mikola Rules Round 8 of AF3	Malaya	A7	96	19,536.00	78,144.00	150,000
50	08/23/05	Filipino drivers - photo release	People's Journal	14	50	11,797.50	47,190.00	382,200
51	08/23/05	Sy, Peña Place 2-3	Tempo	13	110	16,490.00	67,760.00	250,000
51	08/23/05	RP riders bigo sa Asian Formula 3	Abante	13	65	12,870.00	51,480.00	400,000
			<b>TOTAL</b>		<b>3,431</b>	<b>P 1,131,619.51</b>	<b>P 7,777,827.48</b>	

**AF3 – Sentul – August- Print Publicities (Philippines)**

**Total col/cms: 3,431 col/cms**

**Total Advertising Value of Print Publicity Efforts: P 1,131,619.51**

**Total Media Value of Print Publicity Efforts: P 7,777,827.48**

## II. Print Publicity (Indonesia)

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	07/28/05	Asian Formula 3 Guncang Setul	Suara Pembaharuan		19.5	448,500	1,794,000	187,000
2	12-Aug	AF3 ingin tingkatkan peringkat pembalap	Kompas		160	9,280,000	64,960,000	500,000
3	12-Aug	Indonesia siap sukseskan dua seri AF3	Suara pembaharuan		30	690,000	2,760,000	187,000
4	13-Aug	Formula 3 Asia Goyang Sentul	Rakyat Merdeka		46	920,000	3,680,000	150,000
5	13-Aug	AF3I mengorbitkan pembalap muda	Top Skor		95	2,850,000	11,400,000	125,000
6	15-Aug	Team Fastron taklukkan China	Otomotif		218	4,578,000	32,046,000	130,000
7	16-Aug	AF3 Indonesia diluncurkan	Bola		21	378,000	1,512,000	532,000
8	16-Aug	AF3I Wajib promosi	GO		60	930,000	6,510,000	250,000
9	19-Aug	Advertising AF3	GO		74	1,147,000	8,029,000	250,000
10	19-Aug	Berat Meski Berpeluang	GO		133	2,061,500	14,430,500	250,000
11	22-Aug	Tuan rumah gagal borong juara	Kompas		67	3,886,000	27,202,000	500,000
12	22-Aug	Ananda masih tangguh	Harian Seputar Indonsia		107	4,280,000	29,960,000	100,000
13	22-Aug	Protes usai di sirkuit sentul	Harian Seputar Indonsia		91	3,640,000	25,480,000	100,000
14	22-Aug	Ananda diuntungkan hujan	Top Skor		112	3,360,000	13,440,000	125,000
15	23-Aug	Di hujan Ananda jaya	Bola		27	486,000	1,944,000	532,000
16	23-Aug	Debut penuh perjuangan	GO		143	2,216,500	15,515,500	250,000
17	29-Aug	Insiden O'Hara tak ganggu Ananda	Otomotif		158	3,318,000	23,260,000	130,000
18	29-Aug	AF3 dengan tim merah putih	Otomotif		46	966,000	6,762,000	130,000
19	29-Aug	Ananda Mikola juara 1 Formula 3 Asia	Suara Republik		43	1,075,000	7,525,000	100,000
					<b>1,631</b>	<b>RP 46,062,000</b>	<b>RP 296,416,000</b>	

**AF3 Print Publicities (Indonesia)**

**Total col/cms: 1,631 col/cms**

**Total Advertising Value of Print Publicity Efforts: P 252,780.38**

**Total Media Value of Print Publicity Efforts: P 1,620,744.51**

\*      **1.00 IDR**                      =              **0.005434931 PHP**  
**Indonesian Rupiah**    **Philippine Peso**

**III. Print Publicity (Related AF3 Articles)**

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	08/31/05	Tyson Sy philosophical on Sentul experience	Manila Bulletin	F3	63	34,303.50	240,124.50	260,000
			<b>TOTAL</b>		<b>63</b>	<b>P 34,303.50</b>	<b>P 240,124.50</b>	

**AF3 – Sentul – August- Related Articles**

**Total col/cms: 63 col/cms**

**Total Advertising Value - Print Publicity Efforts: P 34,303.50**

**Total Media Value - Print Publicity Efforts: P 240,124.50**

**Total AF3 – Sentul – August- Print Publicity Efforts**

**\*Total Col/Cms - Print Publicity Efforts (Sentul - August) – 5,125 col/cms**

**\*Total Advertising Value - Print Publicity Efforts (Sentul - August) – P 1,418,703.39**

**\*Total Media Value –Print Publicity Efforts (Sentul - August) – P 9,638,696.49**

**IV. Broadcast Summary: LATIVI - Jakarta**

Broadcast Date	TV/Radio program	Air Time	Advertising Value
August 21, 2005	LATIVI – Asian Formula 3 (Race 1)	5,712	476,000,000.00
August 21, 2005	LATIVI – Asian Formula 3 (Race 2)	5,712	476,000,000.00
	<b>TOTAL</b>	<b>11,424 secs</b>	<b>Rp 952,000,000.00</b>

**Total AF3 Broadcast Exposure: 11,424 seconds**

**Total Advertising Value of Broadcast Efforts: Rp 952,000,000.00**

**Total Advertising Value of Broadcast Efforts: P 5,174,054.31**

\*      **1.00 IDR**                      =              **0.005434931 PHP**  
**Indonesian Rupiah**    **Philippine Peso**

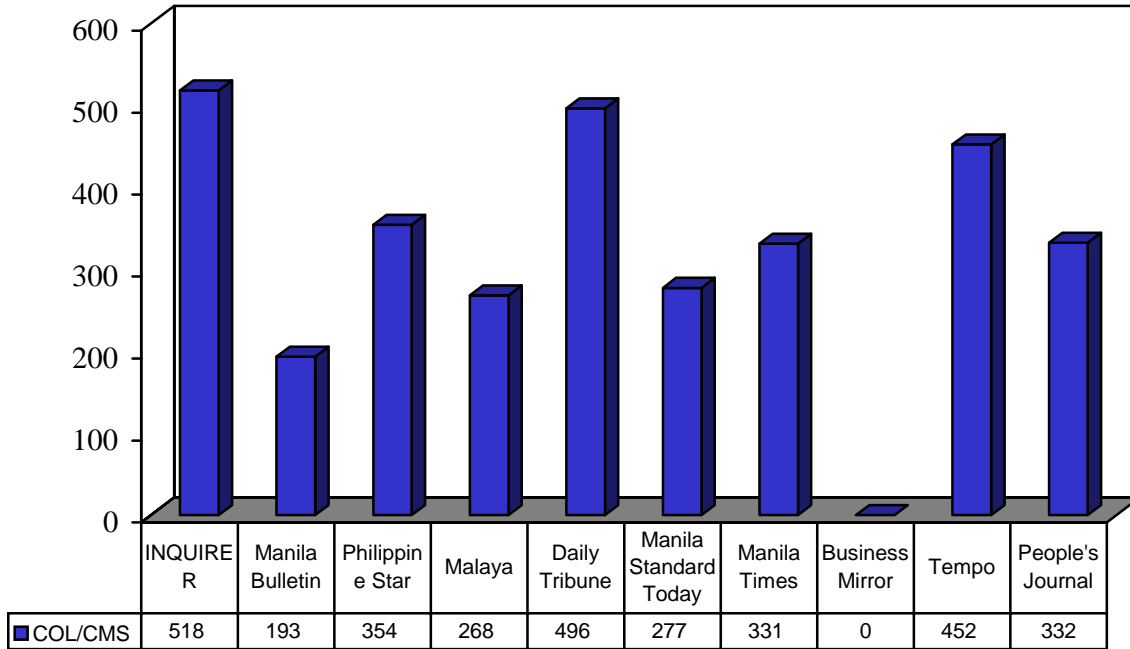
## V. Performance Analysis

### A. Print Publicity per Broadsheet (Philippine Broadsheets)

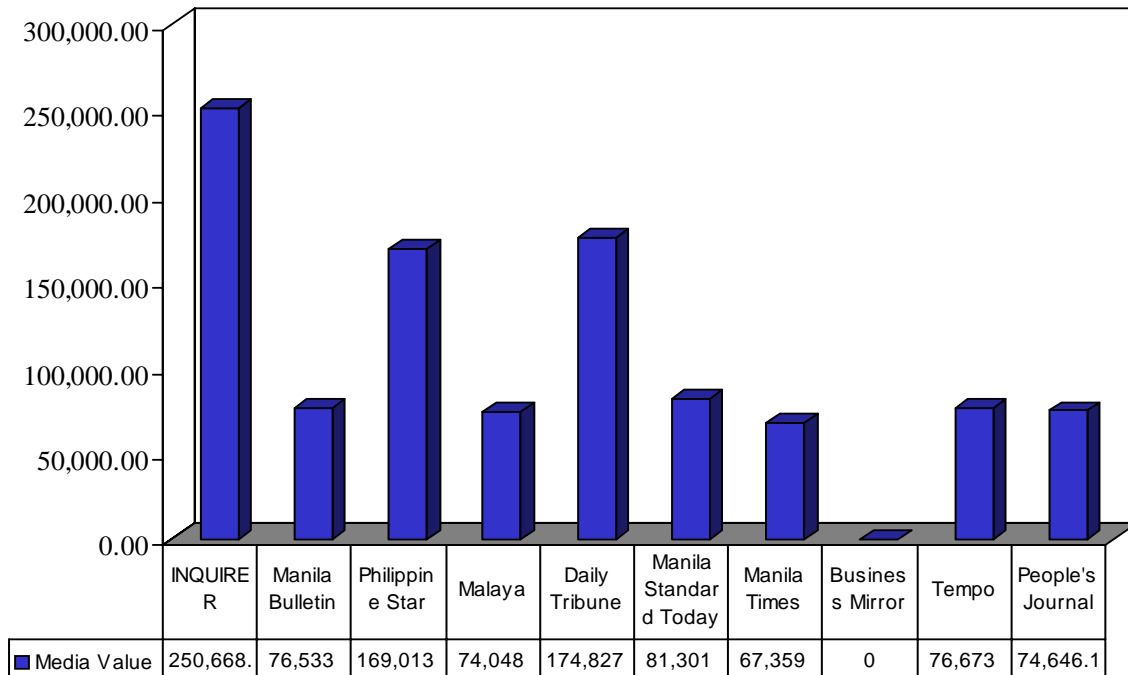
#### PRINT PUBLICITY PERFORMANCE

PUBLICATION	AF3 - Sentul - August - 2005		AF3 - Sentul - August - 2005		AF3 - Sentul - August - 2005	
	ACTUAL PERFORMANCE		TARGET PERFORMANCE		%	
	TOTAL COL/CMS	AD VALUE	TOTAL COL/CMS	AD VALUE	TOTAL COL/CMS	AD VALUE
Philippine Daily Inquirer	518	232,031.00	672	136,752.00	77%	170%
Manila Bulletin	403	157,840.62	450	136,125.00	90%	116%
Philippine Star	354	207,874.44	468	138,996.00	76%	150%
Malaya	268	94,244.00	405	133,650.00	66%	71%
Daily Tribune	496	146,123.60	640	133,760.00	78%	109%
Manila Standard Today	277	130,794.40	560	128,744.00	49%	102%
Manila Times	331	77,126.50	672	136,752.00	49%	56%
Tempo	452	46,654.00	640	133,760.00	71%	35%
People's Journal	332	38,930.95	480	126,720.00	69%	31%
<b>TOTAL</b>	<b>3,431</b>	<b>1,131,619.51</b>				

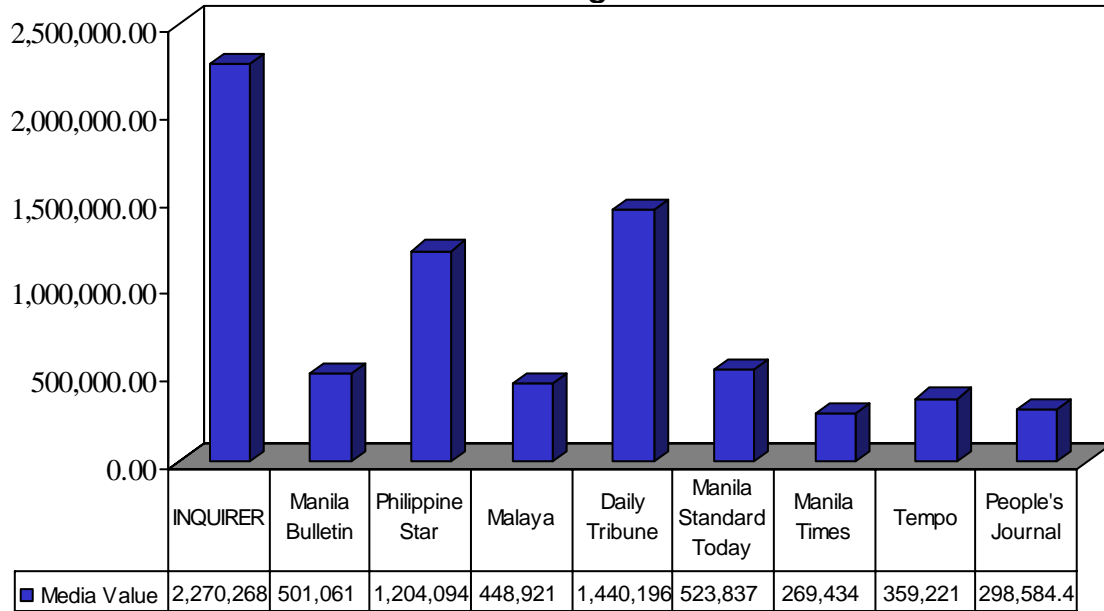
### AF3 – Sentul - August –TOTAL COL/CMS



### AF3 – Sentul - August – ADVERTISING VALUE



**AF3 – Sentul - August – MEDIA VALUE**



## B. AF3 TEAMS – Print Publicity and Broadcast Exposure

SUMMARY OF EXPOSURE - AF3 TEAMS			
PRINT PUBLICITY EXPOSURE			
TEAM NAME - DRIVERS	NO. OF TIMES MENTIONED	SHARE	TOTAL AF3 COVERAGE
Shell Helix Kinet ic PCSO	56	79%	71
Pepon Marave	48	68%	71
James Winslow	68	96%	71
Lee Farrell	42	59%	71
John O'Hara	40	56%	71
<b>TOTAL TEAM EXPOSURE</b>	<b>254</b>	<b>50%</b>	
Team Goddard Minardi Team Asia	75	106%	71
Dado Pena	88	124%	71
Greg Murphy	49	69%	71
Mark Goddard	30	42%	71
<b>TOTAL TEAM EXPOSURE</b>	<b>242</b>	<b>85%</b>	
Speedtech Asia	60	85%	71
Tyson Sy	89	125%	71
Barry Waugh	22	31%	71
<b>TOTAL TEAM EXPOSURE</b>	<b>171</b>	<b>48%</b>	
Christian Jones Motorsport	59	83%	71
Christian Jones	74	104%	71
Rodolfo Avila	49	69%	71
<b>TOTAL TEAM EXPOSURE</b>	<b>182</b>	<b>64%</b>	
Tuason Racing	49	69%	71
JP Tuason	32	45%	71
<b>TOTAL TEAM EXPOSURE</b>	<b>81</b>	<b>57%</b>	
Fujitsu Ten Toyota Team TOMS	32	45%	71
Don tacos	26	37%	71
<b>TOTAL TEAM EXPOSURE</b>	<b>58</b>	<b>16%</b>	
Fastron Racing with Three Bond	88	124%	71
Ananda Mikola	91	128%	71
<b>TOTAL TEAM EXPOSURE</b>	<b>179</b>	<b>126%</b>	
Denso Hanjin Joson Formula 3	57	80%	71
Moreno Soeprpto	42	59%	71
<b>TOTAL TEAM EXPOSURE</b>	<b>99</b>	<b>35%</b>	
Team T.E.C	19	27%	71
Enzo Pastor	29		
<b>TOTAL TEAM EXPOSURE</b>	<b>48</b>	<b>27%</b>	
<b>Others</b>			
AF3 Logo	85	120%	71
AF3 website: www.asianf3.net	73	103%	71

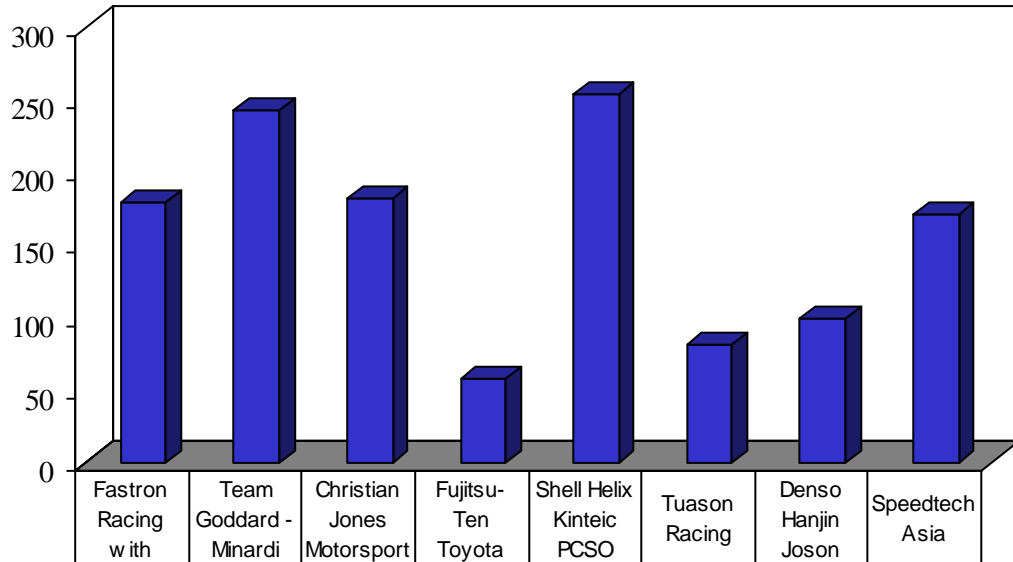
\* Total number of Print Publicity - AF3 - Sentul Race: 71

**NOTE:**

Names and photos associated to a respective team are counted per mention in a publicity releases. This means, a particu team names or driver names can exceed the number of the total publicity releases due to multiple mention in a publicity release.

## AF3 – Sentul – August 2005

### AF3 Teams Print Publicity Exposure



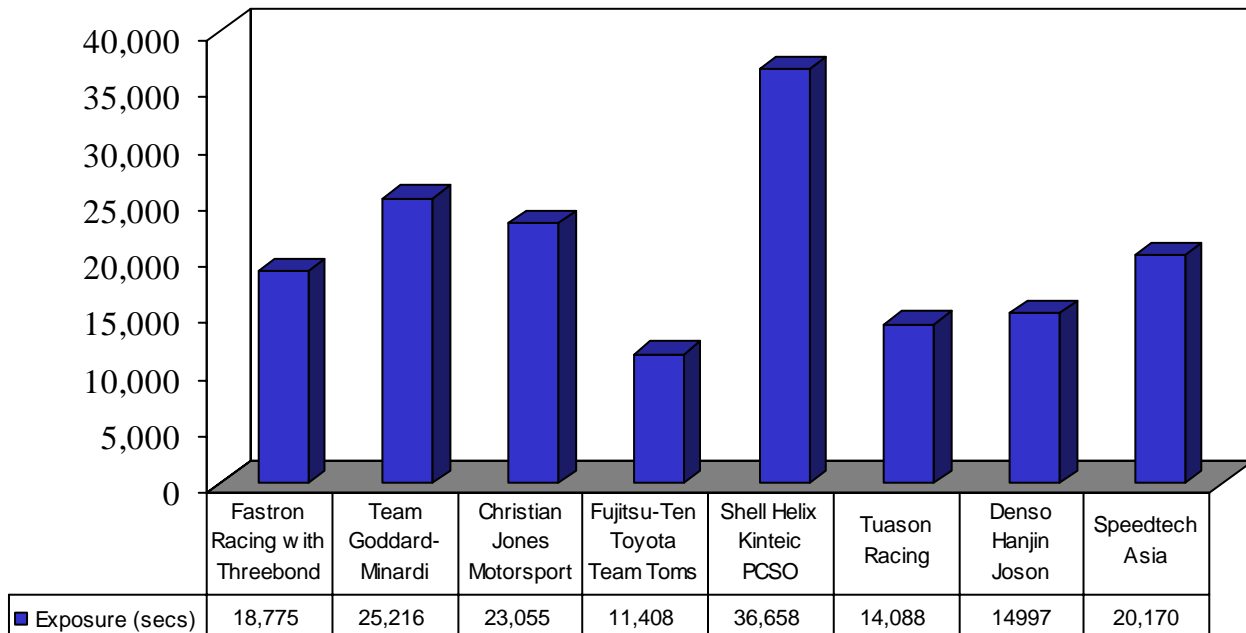
■ No. of Times Mentioned	179	242	182	58	254	81	99	171
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## AF3 Sentul – August - 2005 AF3 Teams Broadcast Exposure

SUMMARY OF EXPOSURE - AF3 TEAMS Broadcast EXPOSURE			
TEAM NAME - DRIVERS	NO. OF TIMES MENTIONED	SHARE	TOTAL AF3 COVERAGE
Shell Helix Kinetic PCSO	8,112	71%	11,424
Pepon Marave	4,298	38%	11,424
James Winslow	9,112	80%	11,424
Lee Farrell	5,668	50%	11,424
John O'Hara	9,468	83%	11,424
<b>TOTAL TEAM EXPOSURE</b>	<b>36,658</b>	<b>64%</b>	
Team Goddard Minardi Team Asia	8,112	71%	11,424
Dado Pena	9,449	83%	11,424
Greg Murphy	7,655	67%	11,424
<b>TOTAL TEAM EXPOSURE</b>	<b>25,216</b>	<b>74%</b>	
Speedtech Asia	8,112	71%	11,424
Tyson Sy	8,559	75%	11,424
Barry Waugh	3,499	31%	11,424
<b>TOTAL TEAM EXPOSURE</b>	<b>20,170</b>	<b>59%</b>	
Christian Jones Motorsport	8,112	71%	11,424
Christian Jones	6,997	61%	11,424
Rodolfo Avila	7,946	70%	11,424
<b>TOTAL TEAM EXPOSURE</b>	<b>23,055</b>	<b>67%</b>	
Tuason Racing	8,112	71%	11,424
JP Tuason	5,976	52%	11,424
<b>TOTAL TEAM EXPOSURE</b>	<b>14,088</b>	<b>62%</b>	11,424
Fujitsu Ten Toyota Team TOMS	8,112	71%	11,424
Don Tacos	3,296	29%	11,424
<b>TOTAL TEAM EXPOSURE</b>	<b>11,408</b>	<b>50%</b>	
Fastron Racing with Three Bond	8,112	71%	11,424
Ananda Mikola	10,663	93%	11,424
<b>TOTAL TEAM EXPOSURE</b>	<b>18,775</b>	<b>82%</b>	
Denso Hanjin Joson Formula 3	8,112	71%	11,424
Moreno Soeprapto	6,885	60%	11,424
<b>TOTAL TEAM EXPOSURE</b>	<b>14,997</b>	<b>66%</b>	
Team T.E.C	8,112	71%	11,424
Enzo Pastor	2,399	21%	11,424
<b>TOTAL TEAM EXPOSURE</b>	<b>10,511</b>	<b>46%</b>	
ASIAN FORMULA 3	8,476	74%	11,424
AF3 Logo	7,445	65%	11,424
AF3 website: www.asianf3.net	0	0%	11,424
<b>TOTAL</b>	<b>15,921</b>	<b>46%</b>	

\* Total number of Broadcast Exposure (LATIVI)  
Sentul - August 2005 11,424 seconds

## AF3 Sentul – August - 2005 AF3 Teams Broadcast Exposure



### SUMMARY:

- The Philippine Daily Inquirer, Philippine Star, Manila Times, Manila Standard Today, Daily Tribune, Tempo and People’s Journal have a total of six (6) AF3 – Sentul pick-ups followed by Malaya with five (5) and Manila Bulletin with four (4) AF3 – Sentul pick-ups.
- For print publicities (AF3 Teams), Shell – Helix Kinetic PCSO have the highest exposure followed by Team Goddard Minardi Team Asia and Fastron Racing with Threebond.
- For broadcast publicity, Shell Helix Kinetic PCSO have the highest exposure followed by Team Goddard Minardi Team Asia and Christian Jones Motorsport. All broadcast exposure of AF3 are courtesy of its live broadcast in Lativi.
- Aside from news pick-ups in Philippine broadsheets, AF3 news and feature articles were also picked up by broadsheets in Indonesia. These are: GO, Bola, Otomotif, Media Indonesia, Suara Republic, Harian Seputar Indonesia, Kompas and Rakyat Media.
- The Sentul, Indonesia leg of Asian Formula 3 was shown live on LATIVI which attracts 9.3% of the total Indonesian viewership, 34 million homes

Prepared by:

Noted by:

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PR Consultant

Alfredo “Rebs” Rebillon  
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