

SANLORENZO

SANLORENZO MED ENTRUSTS JOHANNES H. BRECHMANN WITH COMMERCIAL DEVELOPMENT IN SPAIN AND PORTUGAL

Press Release, 9 August 2024 – Sanlorenzo MED, the European foreign commercial network of the Sanlorenzo shipyard, led by CEO Ferruccio Rossi, announces the appointment of Johannes H. Brechmann as the new General Manager of Sanlorenzo Baleari SL, a subsidiary overseeing the Spanish and Portuguese markets.

Sanlorenzo MED includes the following European commercial companies:

- Sanlorenzo Monaco SAM, managed by the network's CEO, Ferruccio Rossi, with a focus on Sanlorenzo clients based in the Principality of Monaco;
- Sanlorenzo Côte d'Azur SAS, entrusted to Giuseppe Zecchin, based in Cannes, and responsible for the Group's commercial development in France;
- Sanlorenzo Baleari SL, now entrusted to Johannes H. Brechmann, who joined Sanlorenzo on June 17th and is based in Palma. He is responsible for the commercial development in Spain and Portugal.

"We are excited to welcome Johannes back to Sanlorenzo. His extensive experience in the high-end yachting sector, combined with the professionalism he has already demonstrated while working with us in Mallorca for many years, is a valuable asset and an added value to the entire team," said Ferruccio Rossi, CEO of Sanlorenzo MED. "Johannes will significantly contribute to strengthening our direct presence in the Spanish and Portuguese markets, further consolidating Sanlorenzo's position as a leader in the industry".

"I started in the yachting industry in 2007 and was fortunate to work with Sanlorenzo, a brand I immediately identified with," explained Johannes H. Brechmann. "For me, Sanlorenzo has always been a benchmark. Today, I am very proud of the trust this company has always placed in me, and I am happy to have returned to the Sanlorenzo family."

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Sanlorenzo S.p.A.

Sanlorenzo is a leading global brand in the luxury yachting which builds "made-to-measure" yachts and superyachts customized for each client, characterized by a distinctive and timeless design.

Founded in 1958 in Limite Sull'Arno (FI), the cradle of Italian shipbuilding, Sanlorenzo has excelled in carving out a clear identity and a high-end brand positioning over time. In 1974, Giovanni Jannetti acquired the company and created Sanlorenzo legend, producing every year a limited number of yachts characterized by a unique, highly recognizable style, comfort, safety and focusing on a sophisticated customer base. In 2005, Massimo Perotti, Executive Chairman, acquired the majority of Sanlorenzo, guiding its growth and development on international markets, while preserving the heritage of the brand.

Today, manufacturing activities are carried out in four shipyards in La Spezia, Ameglia (SP), Viareggio (LU) and Massa, synergistically and strategically located within a 50 kilometres radius, in the heart of the nautical district.

The production is articulated into three business units: Yacht Division (composite 24-40 metres yachts); Superyacht Division (aluminium and steel 44-73 metres superyachts); Bluegame Division (composite 13-23 metres yachts). Sanlorenzo also offers an exclusive range of services dedicated to its clients, such as a monobrand charter program (Sanlorenzo Charter Fleet), maintenance, refit and restyling services (Sanlorenzo Timeless) and crew training (Sanlorenzo Academy).

The Group employs over 1,200 people and cooperates with a network of thousands of qualified artisan companies. In addition, the Group leverages on an international distribution network, a widespread service network for customers worldwide, close collaborations with world-renowned architects and designers and a strong liaison with art and culture.

In 2023, the Group generated net revenues from the sale of new yachts of €840.2 million, EBITDA of €157.5 million, EBIT of €125.9 million and a Group net profit of €92.8 million.

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