

SANLORENZO

Sanlorenzo Unveils Offices in Sydney with Simpson Marine And Brings Bluegame to Australia for the First Time

Press Release, 25 November 2024 – Following the acquisition of Simpson Marine, Sanlorenzo strengthens its presence in the Asia-Pacific market with the opening of the “Sanlorenzo Australia” office in Sydney. The event also marks an important milestone for Bluegame, which debuts in the country with the brand's bestselling BGX63. Sanlorenzo, on the other hand, brings two of its most iconic boats, SD126 and SX76.

Sanlorenzo's growth in the Asia-Pacific market:

In May this year, Sanlorenzo announced the completion of the acquisition of 95% of Simpson Marine, a leading player in the Asia-Pacific region in yachting sales and service. The acquisition enabled the company to establish a direct presence in the area by further developing its service offerings, representing an important step toward **expanding the business at an international level**, allowing for **further growth in a strategically relevant market** as the Asia-Pacific one, for which there are significant prospects for development over the next decade.

Innovation and new technologies are major trend drivers in the APAC region, as is the demand for more sustainable solutions and the most advanced navigation systems. These are characteristics that not only Sanlorenzo's yachts are able to fully meet, but which, together with elegance, luxury and Made in Italy style constitute the real DNA of the Group.

The boats on display in Australia:

The second model in the brand's innovative crossover range, **BGX63** enhances all the advantages of the BGX line's revolutionary concept, starting from the desire to prioritize the owner's life on board and the guests' privacy, to the comfort in navigation, to the revolutionary layout, which connects exterior and interior areas in a fluid path. All of this without failing the brand's founding values, which find expression in the performance hull in the broadest sense-comfortable and safe navigation in all conditions, amazing maneuverability-in superior comfort levels and in the application of sustainability principles.

In occasion of the opening of the Sydney office, Bluegame's BGX63 was joined by 2 iconic yachts from Sanlorenzo's SX and SD lines: **SX76** and **SD126**.

With the opening of the Group's office in Sydney, Sanlorenzo introduces itself to the Australian public - and beyond - with three extraordinary products and takes another important step in its global growth strategy.

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Sanlorenzo

For over 60 years, Sanlorenzo has been a worldwide-recognized Made in Italy icon, producing custom-built, top-of-the-line motoryachts that blend quality, design and craftsmanship with the most advanced and sustainable engineering and technological solutions.

The shipyard, the world's first mono-brand in the production of yachts and superyachts over 24m, was founded in 1958 in Limite sull'Arno, near Florence, by two shipwrights, Gianfranco Cecchi and Giuliano Pecchia. In 1972 it was taken over by Giovanni Jannetti, who moved its headquarters to Ameglia (SP) in 1999. In 2005, Massimo Perotti - with twenty years of experience in the sector - picked up the baton by purchasing the

company. Under his guidance, Sanlorenzo registered an extraordinary growth: the net revenues from new yachts increase from €40 million in 2004 to €840 million in 2023. In 2019 the company was listed on the Euronext STAR segment of the Italian Stock Exchange.

Today, the production of the Business Yacht Unit (in composite from 24 to 40m) and the Business Unit Superyacht (metal from 44 to 73m) is distributed across 5 shipyards: La Spezia, Ameglia, Viareggio, Massa and Arbatax (Sardinia).

The strong drive for innovation that has characterised the company's vision has enabled the company to introduce numerous solutions over the years that have profoundly changed the yachting world, such as the **terraces within the hull**, the **asymmetrical layout** or the **open space concept on board**. Fundamental in this path was the close collaboration with the world of design and architecture, developed entrusting the realisation of the interiors of its yachts to authoritative signatures such as Rodolfo Dordoni, Citterio Viel, Piero Lissoni (since 2018 Art Director of the company), Patricia Urquiola and Studio Christian Liaigre.

If design, innovation and art were the drivers of the 2010-2020 decade in Sanlorenzo's vision, for the decade up to 2030 the focus lies on sustainability and technological revolution, attention to the supply chain and services dedicated to its clientele.

The company has set out a clear path toward carbon neutrality, the "**Road to 2030**," which is embodied in exclusive strategic agreements with the world's largest players in the fields of mobility and sustainable energy, such as Siemens Energy and Rolls-Royce Solution GmbH - Global Marine (MTU), for the development of the most innovative and environmentally friendly solutions for Sanlorenzo and subsidiary Bluegame's yachts, such as green methanol and hydrogen, which will revolutionize the boating world in the coming years.

Two important milestones have been achieved in 2024, in terms of both technological and sustainable innovation of Sanlorenzo. The launch of the **Superyacht 50Steel**, with the first installation of the Fuel Cell system powered by hydrogen reformed directly on board from green methanol, for power generation feeding hotel services - resulting from the exclusive agreement with Siemens Energy and certified by Lloyd's Register -, and the deliveries of the **Bluegame BGH** tender, powered exclusively by hydrogen and zero emissions, which in October competed in the America's Cup as a supporting "chase boat" for both the New York Club American Magic team and the French Orient Express team.

Furthermore, in 2024 Sanlorenzo announced the signing of a **Binding Agreement for the purchase of the Nautor Swan Group**, worldwide iconic brand engaged in the design, construction, sale and refit of top-end sailing yachts with Swan, Maxi Swan, and ClubSwan range, as well as motor yachts under Swan Shadow, Swan OverShadow and Swan Arrow models.

Consistent with its identifying values, Sanlorenzo's commitment to sustainability and the promotion of marine culture is also expressed through two prestigious projects. The **Fondazione Sanlorenzo** strongly wanted by the Perotti family, which, born in 2022, implements actions aimed at supporting Italy's minor islands and improving the economic and social conditions of their communities, starting with their youngest members. **Sanlorenzo Arts Venice**, the Group's new cultural research center, a founding member of the Venice World Capital of Sustainability Foundation: a hybrid space dedicated to culture and the arts, encapsulating Sanlorenzo's values of sustainability, innovation and design, which aims to contribute to a global movement to foster positive change, for a more sustainable future.