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MONACO YACHT SHOW

PRESS KIT

MONACO YACHT SHOW
26>29 SEPTEMBER 2018

UNDER THE HIGH PATRONAGE OF HIS SERENE HIGHNESS PRINCE ALBERT II OF MONACO

mYS

MONACO YACHT SHOW



HOUSE OF
FINE YACHTING

— PORT HERCULES, MONACO —

26 > 29 SEPTEMBER 2018

OFFICIAL SPONSOR

ULYSSE NARDIN

an **informa** business

PRESENTATION

The Monaco Yacht Show is the world leader event in superyachting.

Set in September in the iconic Port Hercules, the MYS represents the pinnacle of the superyacht lifestyle against the glamorous backdrop of Monaco since 1991.

Every year, the world's most respected shipyards display 120 extraordinary one-off superyachts and megayachts, of which 40 new launches are annually unveiled in a worldwide debut.

For four days, yacht owners, future superyacht purchasers or charterers, decision-makers in the yachting and luxury industries attend the Monaco Yacht Show to participate in one of the most influential business networks on Earth.

On docks, the MYS curates the showcase of a selection of 580 leading companies in the industry: from the most reputable superyacht builders and nautical suppliers, top yacht designers, luxury manufactures and the best brokerage houses to the most sought-after tenders and water toys, prestige cars, helicopter and private jet manufacturers.

The Monaco Yacht Show is an event by Informa and gratefully benefits from the recognition and the support of His Serene Highness Prince Albert II of Monaco.

WHEN?

From Wednesday 26 to Saturday 29 September 2018.
The opening hours are 10am > 6.30pm.

The 1st edition was held in 1991.
2018 will be the 28th edition.

WHERE?

Port Hercules of Monaco.

Three entrances:

- Quai Antoine 1^{er} entrance
- Parvis Piscine entrance
- Quai Louis II entrance

WHO?

The Monaco Yacht Show is dedicated to the high-end social elite interested in chartering or purchasing a superyacht or any products and services of the superyacht lifestyle industry.

The widest spectrum of activities and businesses of the superyacht industry is represented at the Monaco Yacht Show. The top business-decision makers of the yachting and luxury markets also take part in the MYS.

HOW TO ACCESS?

DAILY PASS

Gives access to all the MYS exhibition areas but does not allow the visit on board the yachts (only upon request to the yacht's exhibiting companies).

- €280 (online purchase until September 25, 2018)
- €300 (at the show from September 26, 2018)

PROFESSIONAL PASS

Nominative badge valid for the four days of the MYS exclusively reserved for the professionals of the nautical and luxury markets.

- €950 (online purchase until September 25, 2018)
- €1,000 (online purchase until September 26, 2018)

PRESS BADGE

Nominative badge valid for the four days of the MYS exclusively reserved for journalists.
monacoyachtshow.com/press/press-accreditation.

MONACO YACHT SHOW

Not only a well known staple amongst Mediterranean cruising grounds, the Principality of Monaco itself has long been the destination of choice for superyacht owners and guests, rendering it a natural home for the unique flagship event that is the Monaco Yacht Show. Though the stunning location has seemingly always

gone hand in hand with an enviably glamorous superyacht lifestyle, the development of the Show to the level in which it currently rests has been a long process, requiring the brightest minds in yachting to work tirelessly round the clock to constantly improve, innovate and expand.

Looking back to the origins of the Show, it's amazing to think that just **32 superyachts were on display in 1991** and, even by the 8th edition, there were just 80 yachting related exhibitors ready to participate.

As the yachting industry itself expanded exponentially over the past 20 years, so did the Monaco Yacht Show, with **the 2018 edition expecting 580 exhibitors hailing from 38 different countries and an unrivalled total of 121 of the world's most impressive superyachts on display.**

Although these 121 superyachts are the biggest attraction to the Show, we recognise that what you don't see when you take in these impressive vessels are the companies behind every element of construction and design. This means the designers, pouring weeks upon weeks of innovative research and development into the concept; the dedicated luxury goods companies making sure every glass, cushion, and renowned painting on the wall of the boat is as beautiful as it can be; the brands developing the best water toys and tenders to contribute to the best superyacht experience. This is why we are proud to showcase these products and services alongside the final product;

the Monaco Yacht Show truly is an all-encompassing industry showcase.

The past five years have been some of the most significant in regards to the growth and development of the Show. Organisers have focused on enabling both the Show and the destination shine through to new emerging markets, or, indeed, markets that need reminding of what the show can offer. China and the Asia Pacific region are just two of these markets, which are predicted to become increasingly significant in the foreseeable future.

Today, several exciting initiatives at the Show prove that organisers are not happy to rest on their well deserved laurels. In fact, the Show is proving that they are dedicated to future-proofing their success with developments such as the Monaco Yacht Summit, the Starboard exhibition-lounge, the Tenders & Toys exhibition area, the Car Deck - dedicated to rare and exclusive luxury cars - or the MYS Sapphire Experience, a VIP program of visit reserved to the wealthy clientele of the Show.

TIMELINE

MONACO YACHT SHOW 1991-2018

1991

1st edition with 32 yachts.

1993

New extensions to
Jetée Nord and Quai Jarlan

1999

The exhibition area doubles
from 1,000 to 2,000 sqm

2001

Creation of the Parvis Piscine
exhibition zone: 2,500 sqm

2005

New Darse Sud exhibition tent
and the extension of Parvis Piscine

2008/09

13 new double storey pavilions

2011

Over 100 superyachts are displayed
at MYS for the first time

2012

Introduction of the Upper Deck Lounge

2013

Partnership established with the Principality of Monaco

2014

Extension of the floating exhibition

2015

12 new berths for 80m+ superyachts,
new tent on Quai Antoine 1^{er}

2016

Monaco Yacht Summit
Car Deck / new application

2017

Sapphire Experience
Tenders & Toys, Starboard
New tent on Quai Albert 1^{er}

2018

Extension of Tenders & Toys
New setting of the floating exhibition
120 superyachts

OPTIMIZED SIGHTING OF EXHIBITION AREAS

The MYS exhibition extends once again over almost the whole of Port Hercules and will also benefit from the restructuring by the Principality of Monaco of Quai des États-Unis, giving **priority to the presence of naval architects, shipyards and brokers on the quays** right next to their yachts on display in the water.

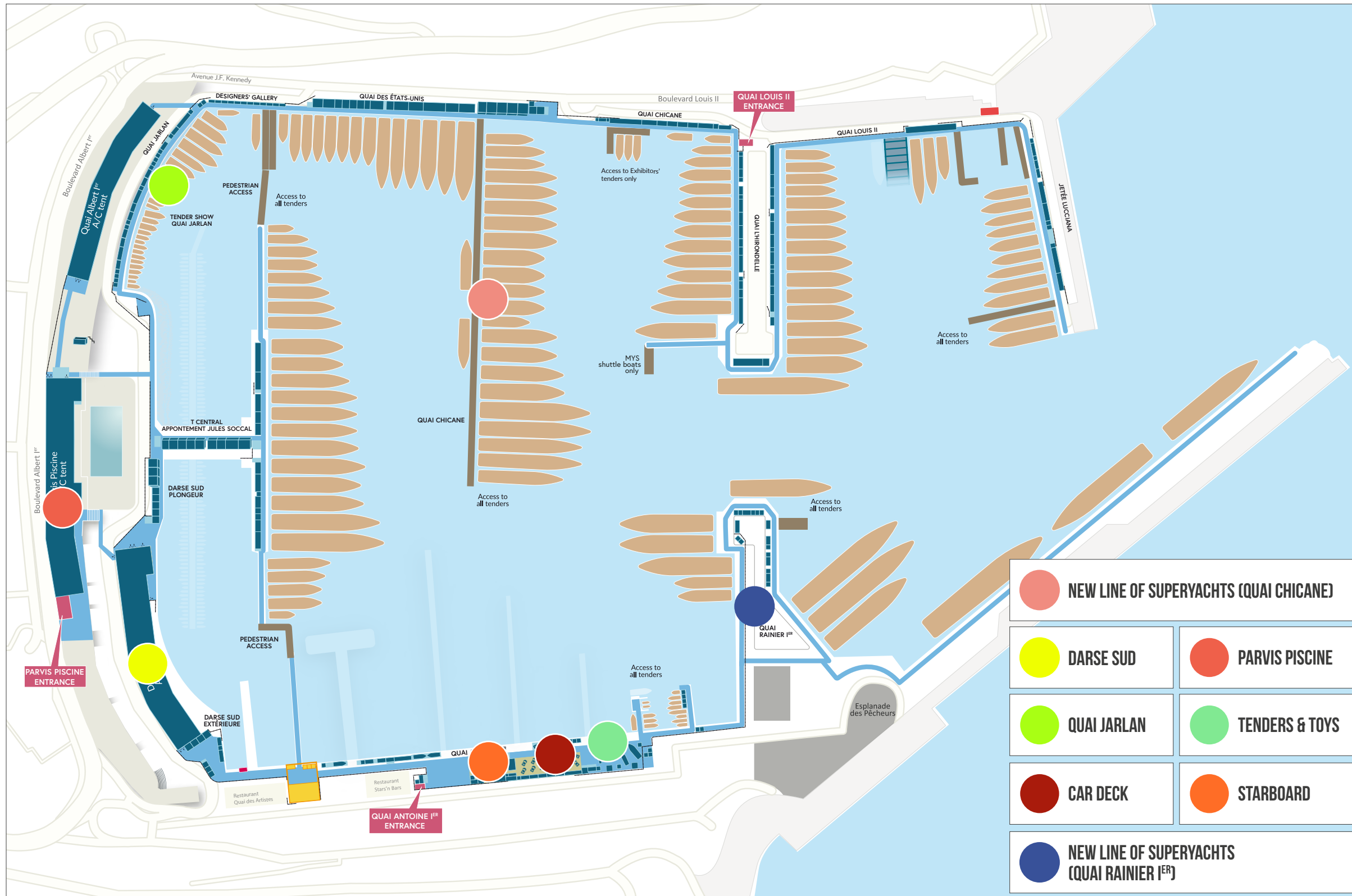
Visitors also find a new line of superyachts, extension of Quai Chicane, at right-angles to Quai des États-Unis, replacing the former floating pontoon connected to T Central.

The reorganization of the display in the water is backed up by a new themed orientation of the various exhibition zones, as ever with the aim of making the experience of future yacht buyers even more enjoyable.

Future owners accompanied by their captains or representatives are more and more closely involved in the building of their yachts and they can visit the exhibition tents to look for the latest in hi-tech equipment (Darse Sud) or the objects and furnishings presented by prestige luxury goods firms and craftsmen (Parvis Piscine).

The Quai Jarlan hosts part of the display of luxury tenders. Since the Tenders & Toys exhibition area launched in 2017, it has been devoted to yacht tenders and water toys and this year occupies more space on Quai Antoine I^{er}.

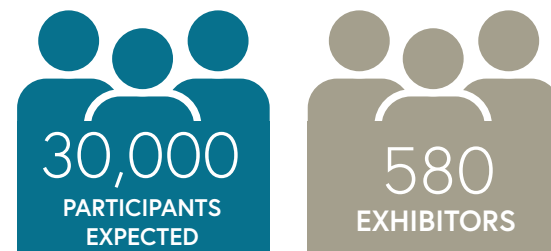
The Car Deck, the exhibition of prestige vehicles and the Starboard lounge-exhibition complete the superyacht lifestyle exhibition on Quai Antoine I^{er}.



- NEW LINE OF SUPERYACHTS (QUAI CHICANE)
- DARSE SUD
- PARVIS PISCINE
- QUAI JARLAN
- TENDERS & TOYS
- CAR DECK
- STARBOARD
- NEW LINE OF SUPERYACHTS (QUAI RAINIER I^{ER})

KEY FIGURES MONACO YACHT SHOW

(ON THE BASIS OF 2017)



42,000M²
EXHIBITION SPACE

- 26% NAUTICAL SUPPLIERS
- 15% SERVICES FOR YACHTS
- 12% SHIPYARDS
- 10% INTERIOR DESIGNERS
- 8% LUXURY INDUSTRY
- 7% TENDERS & WATER TOYS
- 5% REFIT YARDS
- 5% MEDIA
- 4% BROKER AGENCIES
- 4% YACHT DESIGNERS
- 4% FEDERATION/ASSOCIATIONS

12 PRESTIGE CARS AT THE CAR DECK

2 HELICOPTERS ON DISPLAY

20%

OF PRIVATE VISITORS
(29% OF THE PRIVATE VISITORS INTENDED TO PURCHASE OR CHARTER A YACHT)

77%

OF TOP MANAGERS

87%

OF INTERNATIONAL CLIENTELE
137 countries
(TOP 5: UK, FRA, ITA, USA, GER)

16%

OF EXHIBITORS
(REPRESENTATIVES OF THE COMPANIES)

THE FLOATING EXHIBITION

How does the fleet at the Monaco Yacht 2018 compare with that of the previous three editions?

For starters the yachts at this year's edition are slightly larger, with an average length of 51.5m for the motor yachts on display compared to an average length of 49.5m for the last three editions.

The sailing yachts also are larger, measuring 45.6m versus 43.8m for the last three years.

Not only the average length has increased, but also the average volume, which went up by almost 15%, from an average 623GT over the past three editions to an average 714GT in 2018.

The same pattern can be seen in the average value of yachts on display, which has increased to EUR 27 million this year, compared to an average EUR 25.9 million.

121 SUPERYACHTS

106 NUMBER OF MOTORYACHTS

14 NUMBER OF SAILING YACHTS

42 NEW BUILDS

49.5 METRES LOA (AVERAGE LENGTH)

45% OF THE FLEET IS <2YEARS (INCL. NEW REFITS)

€3 BILLION
TOTAL VALUE OF THE SUPERYACHTS

THE LARGEST MOTORYACHT
KISMET (LÜRSSSEN) - 2014
95,2M

THE LARGEST SAILING YACHT
SYBARIS (PERINI NAVI) - 2016
70M

THE LARGEST NEW MOTORYACHT
DAR (OCEANCO) - 2018
90M

THE LARGEST NEW SAILING YACHT
ALL ABOUT U (ADA BOAT YARD) - 2018
50M

SUPERYACHTS

THIS YEAR'S MYS SEE 121 SUPERYACHTS OVER 25M IN LENGTH ON DISPLAY.
HERE IS A SELECTION OF SOME JAW-DROPPING LUXURY VESSELS. AND IT WAS HARD TO CHOOSE.

Full list of yachts:

www.monacoyachtshow.com



KISMET

BY THE GERMAN BUILDER LÜRSSEN
MOTORYACHT 90M - DELIVERED IN 2018

EXHIBITED BY MORAN YACHT & SHIP (BROKER)
BERTH D01 (QUAI RAINIER III)

LARGEST SUPERYACHT OF THE 2018 MYS



SYBARIS

BY THE ITALIAN BUILDER PERINI NAVI
SAILING YACHT 70M - DELIVERED IN 2016

EXHIBITED BY PERINI NAVI
BERTH T07 (T CENTRAL)

LARGEST SAILING YACHT OF THE 2018 MYS

WINNER OF THE 2016 MYS
SUPERYACHT AWARDS CEREMONY



CECILIA

BY WIDER YACHTS
(BUILDER AND EXHIBITOR)
50M - 2018

BERTH L03



DAR

BY THE DUTCH BUILDER OCEANCO
MOTORYACHT 90M - DELIVERED IN 2018

EXHIBITED BY OCEANCO
BERTH D03 (QUAI RAINIER III)

THE LARGEST NEW SUPERYACHT
OF THE 2018 MONACO YACHT SHOW



ALL ABOUT U

BY THE TURKISH BUILDER ADA YACHT WORKS
SAILING YACHT 50M - DELIVERED IN 2018

EXHIBITED BY ADA YACHT WORKS
BERTH L02 (JETÉE LUCCIANA)

THE LARGEST NEW SAILING YACHT
OF THE 2018 MYS



EL LEON

BY MANGUSTA YACHTS
(BUILDER AND EXHIBITOR)
54M - 2018

BERTH H03



ILLUSION PLUS

BY THE CHINESE BUILDER PRIDE MEGA YACHTS
MOTORYACHT 88.5M - DELIVERED IN 2018

EXHIBITED BY Y.CO (BROKER)
BERTH R07 (QUAI RAINIER I^{ER})

THE LARGEST SUPERYACHT BUILT IN ASIA



SOLO

BY THE ITALIAN BUILDER TANKOA YACHTS
MOTORYACHT 71.9M - DELIVERED IN 2018

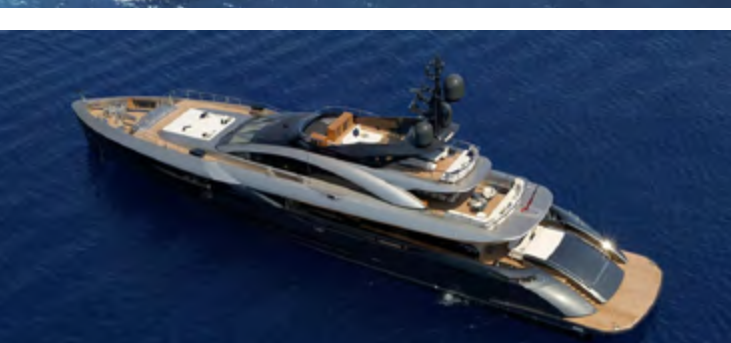
EXHIBITED BY TANKOA YACHTS
BERTH C04 (QUAI CHICANE)



VIJONARA

BY PENDENNIS
(BUILDER AND EXHIBITOR)
42.24M - 2018

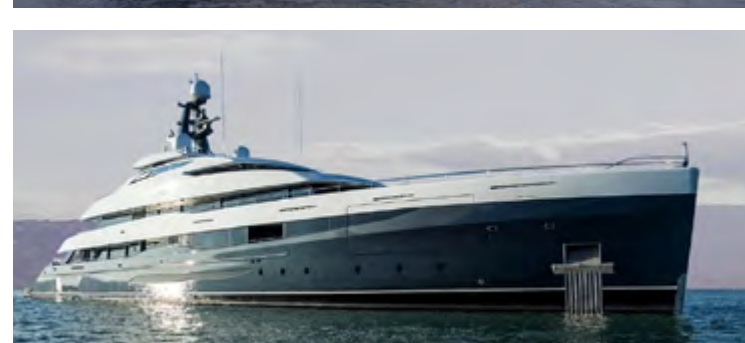
BERTH C24



FLYING DAGGER

BY THE ITALIAN BUILDER ROSSINAVI
MOTORYACHT 49.9M - DELIVERED IN 2018

EXHIBITED BY ROSSINAVI
BERTH T15 (T CENTRAL)



ELANDESS

BY THE GERMAN BUILDER
ABEKING & RASMUSSEN
MOTORYACHT 74.5M - DELIVERED IN 2018

EXHIBITED BY ABEKING & RASMUSSEN
BERTH D02 (QUAI RAINIER III)



500EXP

BY SANLORENZO
(BUILDER AND EXHIBITOR)
47M - 2018

BERTH T17

TENDERS & TOYS

FOR YEAR #2, THE EXHIBITION FEATURES THE BEST OF TENDERS & TOYS WORLDS, NOW OFFERING A COMPLETE SUPERYACHT LIFESTYLE.

Fast chase-boats, latest sport tenders, full carbon e-bikes, inflatables and even a remotely operated underwater vessel are among the top water accessories that will make the tender exhibition at Quai Jarlan and the dedicated Tenders & Toys area "must visit playgrounds" of MYS 2018.

High-end water toys have always been part of the MYS and it stresses out the importance of this complementary exhibition aside the large yachts on display.

The extended new zone, introduced to the superyacht industry just last year and located on Quai Antoine I^{er}, now offers a complete superyacht lifestyle environment in ultra-luxury spot.

Once again - the Monaco Yacht Show 2018 Tenders & Toys zone will complement the range of afloat tenders at the long lasting legendary Quai Jarlan, located on the opposite side of the show. With those displays, Monaco Yacht Show offers the best of two worlds - superyachts and their exciting gears.

This is when the garage become the big player. Tenders are the key element of superb holidays on board a superyacht.

"I strongly disagree with the industry that looks at a tender only as a technical part of a superyacht", comments Carlo Nuvolari of the renowned Venetian design studio Nuvolari Lenard that is responsible for iconic projects like the

106m Black Pearl or the 82m Alfa Nero. *"Yachts get bigger and many of them can't fit in harbors and have to stay outside far away in the sea at anchor. In this case, a stylish, custom-made tender with the same family feeling as the main boat is the perfect way for an owner to show off. The focus shifted on great tenders around 10 years ago and it keeps growing. That is why tenders are crucial now."*

Even more, they are lifestyle changers. They help get to secluded harbors thanks to the shallow draft, ride from the superyacht to the port and back with speed and in style, and even receive a pure splash of emotions by pressing the accelerator and going full speed ahead of the wind. And, most importantly, they mirror the strong personality of the owner.

Indeed, tenders are not just a fun extension of the main superyacht. They

give younger clientele a chance to enter the much-desired superyacht niche. The presented toys were equally stunning. Among them innovative paddle-boards, private submarines, helicopters, an electric surfboard, the very first autonomous diving drone and a flying car (MYS 2017). Toys give the opportunity to do some sports outside that's why you can also find exciting sports equipment as the latest minimalistic design canoe.

Every year more than a thousand of tenders of various types hit the water and so do a number of new innovative toys. Some custom tenders' price may reach five million euro (source: Superyacht Report, Tender issue 2017). The estimated cumulative size of this business is over a couple of billions of euro a year.



"The Tenders & Toys area is our response to the yachting industry's goal to attract a new, younger, superyacht clientele"

"Entertainment is one of the leading criteria in the selection of a yacht to buy or charter with the new generation of superyacht enthusiasts"

Gaëlle Tallarida,
Managing Director
Monaco Yacht Show

Tenders & Toys exhibition area
Monaco Yacht Show
Quai Antoine I^{er}
10am - 6.30pm
(on presentation of a valid MYS badge)

Tender Show
Quai Jarlan

List of tenders (see list of yachts)
www.monacoyachtshow.com

CAR DECK

THE PRESTIGE CAR EXHIBITION OF THE MYS DISPLAYS THE TAILOR-MADE VEHICLES & HYPERCARS OR IN THE DESIGN OF CUSTOMIZED MODELS.

Set alongside the Starboard exhibition-snack bar lounge and the Tenders & Toys area on Quai Antoine 1^{er}, the 3rd edition of the Car Deck presents a selection of about a dozen cars – and a motor-cycle! – that are as original as they are exceptional, manufactured in limited editions or as unique prototypes, some of which are available for test drives by potential buyers.

The Monaco Yacht Show
prestige car exhibition
September 26th – 29th, 2018
Quai Antoine 1^{er}, Port Hercules
10 am – 6.30 pm
(on presentation of a valid MYS badge)



ARES DESIGN

The Italian company **ARES DESIGN** unveils its superb redesigned two-door Bentley Coupé, based on the four-door Mulsanne 2017 model and built in very small numbers. Prices for this model, for MYS participants, start at € 715,000.

ARES DESIGN
Fans of 1960s British motor-cycles certainly appreciate the ARES Design trial, based on the minimalist style of the latest BMW R nineT, with a sublime vintage look combined with modern performance levels.



ARES DESIGN

ARES Design most probably also showcases the finest version so far of the emblematic Land Rover Defender. A genuine rebuild for this exceptionally robust vehicle that combines a luxury interior with a very high level of performance. Prices for this ARES 4x4 built in limited numbers – only 53 to date – start at € 215,000.

BRABUS

BRABUS shows a selection of customized Mercedes models. This German company is the largest specialist in the transformation of Mercedes vehicles and one of the leaders in the development and integration of innovative, functional business multi-media systems for vehicles.



BRABUS

This manufacturer is well-known for its tailor-made luxury cars, combining outstanding performance with interior fittings of the highest quality.

BRABUS

BRABUS also displays its luxury 11-meter "hyper"-tender, the BRABUS Shadow 800, as part of the Tenders & Toys floating exhibition.





DANTON ARTS KUSTOM

Starting with a given model, or even a wreck, Danton Arts Kustom builds a chassis and bodywork from customized parts, making the vehicle a unique work of art.

DANTON ARTS KUSTOM

The French company presents two outstanding hot rods: a unique version of the Lamborghini Espada Edition CHD (Super Cars V12) in pure neo-vintage style and a 1987 Porsche 911 Targa which, with its aggressive esthetics, flamboyant red paintwork and redesigned racing body, is customized with a Bentley Turbo engine providing exceptional power (400 BHP).



MILAN AUTOMOTIVE

In the spotlight too is a new generation of hypercars including the spectacular Milan Red model. Built by the Austrian motor manufacturer Milan Automotive – the first and only hypercar producer in Austria – Milan Red is at one and the same time a very fast car, a design object and a source of exceptional driving sensations. This luxury vehicle is limited to 99 units at 2 million euros each.

MIDUAL

Founded 20 years ago and based in Western France, the company worked for a long time in the automotive sector and filed many patents for its own customers. Simultaneously, the company designed and developed its famous «boxer engine type» positioning it in the road direction, bringing back to date one of the most rational motorcycle engine architecture.

In 2008, the Midual Type 1 project was started with the goal of making a bike like a Swiss watch. The first two models of this goldsmith's piece were presented at Pebble Beach in 2014. The first models were delivered in 2017. The company has just integrated a new spacious factory suitable for manufacturing, allowing it to make its engines in-house.



SHELBY BY GENTLEMAN CAR

Gentleman Car, the official French dealer for genuine American Shelby cars, presents three prestige models. Hand crafted with total respect for the spirit of the original, the FIA of the Shelby Cobra 289 FIA Continuation Edition series reproduces the characteristics of the race car driven by Dan Gurney in 1963 and 1964 (prices from € 159,000).

SHELBY BY GENTLEMAN CAR

The Shelby Cobra 427 S / C Continuation is based on a robust chassis built from 4-inch tubes and equipped with a 7-liter Ford V8 engine (prices from € 148,500).



SHELBY BY GENTLEMAN CAR

The Ford GT40 MKII Continuation is a perfect clone of the car that won at Le Mans in 1966. 90% of the parts are interchangeable with the vintage model! It is also the only vehicle officially authorized to use the GT40 name, as the chassis number testifies (prices from € 218,900).



EXPERIENCE THE MYS... BEFORE THE MYS!

THE EVENT FOR FUTURE SUPERYACHT CHARTERERS & OWNERS

THE 3RD MONACO YACHT SUMMIT

Held on Tuesday September 25 on the eve of the Monaco Yacht Show, the annual Monaco Yacht Summit is a key event for end-user clients and their advisors looking to enter or understand better the world of yachting and prepare their visit to the show.

In a relaxed and welcoming atmosphere, potential yacht purchasers, charterers and their representatives will attend a series of informative panel discussions with acknowledged experts from across the superyacht industry.

Attended by pre-qualified individuals, their representatives, family offices and private investors, the Monaco Yacht Summit includes a series of informative panel discussions with acknowledged experts from across the superyacht industry.

In addition, attendees will have the opportunity to meet face-to-face with selected specialists to answer their questions regarding different aspects of yacht charter, purchase, operation and ownership.

Organised by the Monaco Yacht Show on the eve of the show itself, the Monaco Yacht Summit is now in its third year and has established itself as a key event for end-user clients and their advisors looking to enter or understand better the world of yachting.

PANEL DISCUSSIONS

Four panel discussions will cover different topics in yachting to deliver insights and provide guidance from a client perspective:

1. Myth busting

Challenging assumptions and addressing common misconceptions about the charter, purchase, building, ownership and operation of superyachts.

Speakers: Charlie Birkett, Dirk de Jong, Richard Lambert

2. Experience & exploration

From the Mediterranean to further afield, investigating destinations and activities that yachting enables clients to access and enjoy.

Speakers: Richard Bridge, Fiona Maureso, Geordie Mackay-Lewis, Farouk Nefzi

3. Design to delivery

Using the case study of a recent new build project to highlight the yacht design and construction process from initial inspiration to completion.

Speakers: Mark Cavendish, Ben Harrison Jim Evans

4. The owner interview

Yacht designer Espen Oeino and a superyacht owner discuss the vital ingredients that contribute to the 'fun factor' from a yacht ownership point of view

Speakers: Espen Oeino and guest owner

The panel discussions will be moderated by Charles Dence, a specialist consultant with a superyacht brokerage background.

FACE TO FACE MEETINGS

In addition, attendees will have the opportunity to meet face-to-face with selected specialists to answer their questions regarding different aspects of yacht charter, purchase, construction, operation and ownership.

1. Charter a superyacht

Covering different aspects of yacht charter as a charterer and owner: Cruising regulations, tax and customs, insurance, contracts and the role of the charter broker & charter manager.

Speakers: Sophia Tutino

2. Build or buy

Key points to consider before and during a yacht purchase: Finding a broker, choosing a shipyard, negotiations, purchase and build contracts, finance, surveyors, project teams, design, refits and refurbishment.

Speakers: Richard Lambert, Anouch Sedef, Federico Rossi

3. Tenders & toys

Guidance on choosing tenders and water toys, plus specialist submarine and helicopter integration and operation expertise.

Speakers: Louise Harrison, Jonny Mutch, Richard Booth

4. Operations

Understanding yacht management: Crew, safety, compliance, maintenance, budgeting; flag, insurance, VAT, registration.

Speakers: Jo Assael, John Cook, Xavier Lamadrid, Glenn Weiss

The Monaco Yacht Summit is an event organised by the Monaco Yacht Show in partnership with Monaco Economic Board, Red Sea Collection, Priva, T. Fotiadis, Yacht Investor and the support of Monaco Convention Bureau.

Now in its third year, the Summit seeks to inform and educate yachting clients in a relaxed and welcoming atmosphere and thus better prepare their visit to the show.

*Monaco Yacht Summit
3rd edition*

Tuesday 25 September 2018

*All information
www.monacoyachtsummit.com*

*Organiser:
Monaco Yacht Show SAM.*

EXPERIENCE THE MYS... BEFORE THE MYS!

THE EVENT FOR FUTURE SUPERYACHT CHARTERERS & OWNERS

THE MYS INAUGURAL GALA EVENT & SUPERYACHT AWARDS CEREMONY

On Tuesday, September 25, 2018, the official Inaugural Gala Event of the 2018 Monaco Yacht Show will launch four days of festivities to celebrate the superyacht world.

350 privileged guests and the yachting social elite - VIP guests of the MYS, CEOs of the show's luxury partners, the superyachting business decision-makers and influential media will attend the 5th Monaco Yacht Show Superyacht Awards Ceremony.

The ceremony will distinguish the greatest luxury vessels that will make their world debuts at the MYS from the following day.

The MYS/RINA Award

Rewards the eco-friendliest superyacht whose construction complies with a series of performance specifications as defined by the Italian classification company RINA.

The MYS Interior Design Award

Is given to the superyacht, which design and bespoke work made on the interior areas enhance an exceptional quality of comfort, features and aesthetics.

The MYS Exterior Design Award

Honors the superyacht which exterior design is the most innovative and refined.

The MYS Finest New Superyacht Award

Is given to the superyacht that meets the refinement criteria for both its interior and its exterior design and its sustainable innovations or development.

Selection of the nominees:

- The contest is only open to superyacht builders exhibiting at the 2018 MYS,
- The yacht shall be exhibited at the 2018 MYS for her very first time,
- The yacht shall be delivered in 2018 (or end of 2017),
- The yacht shall measure from 40 metres LOA.

There are 15 yachts which have been presented to the judges for reward in all categories.

The following are a selection of standout features of each of the yachts which will be taken into consideration for each of the award categories.

- The 500EXP
- The Baglietto 48m T-Line
- Cecilia
- Dar
- El Leon
- Flying Dagger
- GO
- Illusion Plus
- Irisha
- Kanga
- Solo
- Stella di Mare
- Viatoris
- Vijonara
- Volpini 2

The Monaco Yacht Show Inaugural Gala Event & Superyacht Awards Ceremony is an event organised by the Monaco Yacht Show in partnership with Belouge, Loeva, Nobiskrug, Oceanco, Preciosa, Red Sea Collection, Rina, Swiss and the support of Monaco Convention Bureau.

*Monaco Yacht Show
Inaugural Gala Event &
Superyacht Awards Ceremony
Tuesday 25 September 2018*

*All information
www.monacoyachtshow.com*

*Organiser:
Monaco Yacht Show SAM.*

EXPERIENCE THE MYS... DURING THE MYS! THE EVENT FOR FUTURE SUPERYACHT CHARTERERS & OWNERS

“The Monaco Yacht Show has a worldwide reputation for the exceptional quality of the collection of superyachts on display each year that average close to 50m overall.

About sixty of the yachts exhibited are less than two years old. We work in coordination with participating yacht brokers and shipyards in the interest, first and foremost, of the individual visitor, whether owner or future owner and to help new clients discover the world of luxury offered only by the superyacht industry.

The MYS has a duty to offer these visitors the best possible experience, with the supreme quality of the yachts on display as one of the leading criteria.”

Gaëlle Tallarida,
Managing Director
Monaco Yacht Show

THE SAPPHIRE EXPERIENCE

The Sapphire Experience is the MYS official VIP visit programme that offers exclusive services enabling guests to make the most of the show and take their first steps in the confidential world of luxury yachting.

This made-to-measure superyachting experience offers a concierge service to plan the stay of the Show's premium clients or organize private visits to the superyachts officially participating in the Show, in coordination with the exhibiting brokers and shipyards to offer the finest showcase of superyachts available for sale or purchase.

On the eve of the MYS, the Sapphire Experience guests will join the 350 guests - comprised of the top managers from the yachting industry and their private clients – who are invited to the Show's opening gala party, which will also incorporate the 5th annual MYS Superyacht Awards Ceremony.

These tailor-made experiences are exclusively dedicated to a high-end clientele who are qualified to charter or purchase a superyacht. Get on board to enjoy an unforgettable experience with private visits to the show's most outstanding super & megayachts, an

exclusive tour of the Monaco Bay by VIP boat, personal invitations to events held by luxury brands, lunch at the Show's official restaurant, luxury courtesy car service and more: the Infinite version of the Sapphire Experience ("Sapphire Experience Infinite") offers additional top-of-the-range services and entertainments that enhance the client's lifestyle experience in the Principality of Monaco during the MYS.





THE NEXT WAVE

How do we attract a new wave of superyacht owners?

All eyes are on emerging UHNWIs, and the yachting industry is busy engaging with the priorities of millennials in the hope they will take to the water like the previous generation did.

A study led by the International University of Monaco (IUM) in association with the Italian shipyard Rossinavi researches the likes and dislikes of the emerging millennial yachting market.

Technology, innovation and the environment were just some of the priorities to emerge from the study, which Rossinavi factored into a series of superyacht concepts specifically aimed at younger owners. Younger owners are going to appreciate adventure and sports more than mahogany and cigars. Luxurious comfort is less important to them than owning something new and surprising.

For young, self-made millennials still growing their business interests, yachting is an occasional pastime rather than an enduring passion. The yacht being only part of their fast-moving lifestyles. They don't think of a yacht as an end in itself, but as a sort of floating pied-à-terre for attending events like the Monaco Grand Prix or the Cannes Film Festival.

They're not interested in huge cabins, but they are into water sports and lots of exterior space for entertaining large groups of friends. They might spend a weekend on board in Sardinia, go back to work, and then join the boat the following weekend in Ibiza. It's a different concept from the traditional two-week cruise in the summer.

With the focus on open-air socialising, water sports, gym and spas, formal dining rooms and salons will

be even less relevant in the future. This shift in how yachts are used is driving designers to look afresh at conventional general arrangements.

But there is a risk involved in designing yachts for a specific demographic. Defining what distinguishes one generation from another is not an exact science and grouping millennials into a single homogenous group is unlikely to result in solutions that suit everyone.

Another generalisation is that millennials value life experiences more than material possessions. They will still want the use of superyachts, but will be less interested in owning the asset. In fact, they may even see ownership as a restriction.

We are going to see a time when the traditional idea of yacht ownership starts to follow the same path as car-sharing services: more convenient than a traditional taxi, and a real alternative to owning a car. There are huge challenges ahead, but also huge opportunities for those companies that find the right balance in the evolving market.

Fractional ownership is not a new concept, but has enjoyed only limited success in the yachting world. According to the study, the Millennials are going to do things differently and the product will have to be re-packaged, but the yachts will not change that much and the ownership concept will not go away anytime soon. They will want their own product like the rest of us. Things change, but human nature stays the same.

'Re-packaging' the product further involves how the industry communicates and interacts with the emerging market. In the past, owners were typically introduced to designers or shipyards at boat shows or via yacht brokers. Today, first contact is more often made directly through social media channels. It's a much more immediate and personal form of

communication: seeing their photos on Facebook means we can get a pretty good idea of their interests and tastes and it makes understanding their needs or preferences that much quicker and easier.

Social media and messaging apps are also affecting the way yacht brokers do business with owners. A broker, and an active vlogger, also confesses that most of his business leads, especially amongst younger clients, come from his YouTube channel. More and more clients who contact him through direct messaging on Facebook or with Whatsapp—and they expect an immediate response.

The average age of superyacht owners is decreasing, but whether millennials will fill the generation gap remains to be seen. Research is ongoing, but records show that self-made owners under the age of 40 make up only a tiny fraction of the total.

This is not surprising when you think that they're still busy with their businesses and owning a superyacht is not yet a priority. The important thing is that they charter yachts, and the industry has to be very clear about what it costs to run a yacht. In some cases, you can buy a large yacht relatively cheaply, but the running and maintenance costs over a period of five years can be much higher than the initial purchase price.

The charter sector is strong and getting stronger, which suggests that prospective owners appreciate the yachting lifestyle and are checking out the market, possibly as a preamble to buying.

(Text extracted from the article «The Next Wave» written by Justin Ratcliffe for the 2018 edition of MYS Summer Magazine).

OFFICIAL SPONSOR ULYSSE NARDIN

OFFICIAL SPONSOR SINCE 2009

The renewed participation of Ulysse Nardin as official sponsor of the 2018 Monaco Yacht Show highlights one decade of a fruitful collaboration between the world's leading superyacht event and the Swiss watchmaker initiated in 2009.

During the 2018 Monaco Yacht Show, Ulysse Nardin displays its collections of luxury timepieces and the special 2018 MYS model in limited series in the Upper Deck Lounge.



Freak Vision



Marine Regatta



Marine Torpilleur

"Ulysse Nardin is proud to be the official sponsor of Monaco Yacht Show for the 10th consecutive year. The company's earliest renown came from its links to the nautical world: its marine chronometers are among the most reliable ever made, still sought by collectors around the world. Our seafaring heritage stretches back to 1846! MYS is a perfect partner for Ulysse Nardin, offering the brand the ideal environment to highlight its expertise, innovation and DNA."

Patrick Pruniaux
CEO
Ulysse Nardin

"The signature of the 2018 official sponsorship only three months after this year's MYS is significant of Ulysse Nardin's trust into the Show's development strategy to liaise the brand with the superyacht clientele. The Monaco Yacht Show is the ultimate superyacht lifestyle rendezvous and we thank Ulysse Nardin for their active participation in the show's success for ten years."

Gaëlle Tallarida
Managing Director
Monaco Yacht Show

ABOUT ULYSSE NARDIN

Founded by Mr. Ulysse Nardin in 1846, Ulysse Nardin has written some of the finest chapters in the history of Haute Horlogerie. The company's earliest renown came from its links to the nautical world: its marine chronometers are among the most reliable ever made, still sought by collectors around the world.

A pioneer of cutting-edge technologies and the innovative use of materials like silicium, the brand is one of the few with the in-house expertise to produce its own high-precision components and movements.

Today, from its sites in Le Locle and La Chaux-de-Fonds in Switzerland, the brand's continuing quest for horological perfection centers around five collections: the Marine, the Diver, the Classic, the Executive and the Freak.

Exhibition of Ulysse Nardin
Stand QP20
Upper Deck Lounge
Parvis Piscine

ulyссе-nardin.com

FOR CAPTAINS & CREWMEMBERS ONLY

C&C LOUNGE

FOR SUPERYACHT CAPTAINS AND CREW ONLY

This September, the official Captains & Crew Lounge of the Monaco Yacht Show will return to Port Hercules for the fifth consecutive year. All captains and crew are welcomed to enjoy the wide range of entertainment presented all day long.

Daily eats

The restaurant offers breakfast and lunch to the exhibiting captains and crew from 8:30 a.m. to 2:30p.m. daily before opening its doors to all other crewmembers for complimentary refreshments until 7p.m.

Relaxation

Escape the show and relax in the upstairs lounge area, complete with modern, comfy sofas, free Wi-Fi, a reading area, and access to refreshments and fine wines. It's the perfect location to unwind with friends and chill out with the available entertainment and game options, or to network. If you're looking to truly relax, massages will be available all day (reservation only).

Prizes

As every year, the C&C Lounge will also hold its party on Friday 28 September! Every captain and crew are welcome to participate in the prize draw and take the chance to win one of the amazing prizes offered by the C&C Lounge sponsors: Stand-up paddle board, Porto Montenegro experience week-end, Driving experience at Circuit Paul Ricard, Table clock, Beauty boxes, etc.

All superyacht captains and crew may request their four-day nominative badge for free unlimited access to the C&C Lounge and all its services.



Sponsors of the C&C Lounge:
Bordeaux Superyachts Port of Call & Refit
Daniele de Winter
Dockwalk
Funair
Loeva
Stromer
Maison del Gusto - Yacht Provisioning
Porto Montenegro
Ports TPM
Sarp Yachts

*September 26–29, 2018
Monaco Yacht Show
Quai Louis II
Opening hours
10:30 a.m.–7 p.m.
(for all captains & crewmembers)*

Only for exhibiting captains and crewmembers:

- *Breakfast 8.30 a.m. – 10.30 a.m.*
- *Lunch 12:00 p.m. – 2.30 p.m.*

Registration: www.myscclounge.com

Organiser: Monaco Yacht Show SAM.

TOP-FLIGHT SERVICES

WHERE TO GO FOR A LUNCH?

UPPER DECK LOUNGE

The now-classic MYS stop-off welcomes visitors to indulge a unique exciting menu every day.

The ephemeral 70-seat restaurant enhances your journey at the show with culinary dishes, made with authentic and remarkable products, specially created by Private Dining by Fairmont Monte Carlo.

Reservations are recommended but walk-ins can head to the Champagne bar and its outdoor terrace for fresh drinks, or coffee with pastries all day long.

Official champagne partner of the MYS, Champagnes Lanson serves its iconic "Lanson Black Label" and its prestigious "Cuvée S.A.S. Albert II" vintage dedicated to His Serene Highness.

Open from 10:00 a.m. to 18:30 p.m. the Upper Deck Lounge welcomes you for either a professional meeting or a relaxing time in a luxurious environment furnished by the show's top of the range partners.

Location: Parvis Piscine tent
› MYS official restaurant by Fairmont Monte Carlo Hotel
› Lanson champagne bar
› Wi-Fi
› Free access for visitors and exhibitors

STARBOARD SNACK BAR LOUNGE

Large exhibition tent where visitors and exhibitors extend their experience of visit with the display of top-of-the-range products and services related to the superyachting world and dedicated to the yachting clientele.

The Starboard lounge enhances the "superyacht lifestyle" environment of the MYS on Quai Antoine I^{er} with the Car Deck and the Tenders & Toys exhibitions.

Inaugurated at last year's MYS, the Starboard also supplies the Show's snack bar-lounge where visitors can meet for lunch or simply benefit from a moment of relaxation during the day, with pastries and refreshments in a modern-designed setting.

The official MYS press centre is also installed here, with office equipment and unlimited wifi connection for accredited journalists. A business centre with private meeting rooms is at the disposal of exhibitors for business meetings.

Location: Quai Antoine I^{er}
› MYS official snack-bar lounge
› Exhibition area
› Press and Business Centres
› Newsstand
› Free Wi-Fi
› Free access for visitors and exhibitors

CAFÉ LUCCIANA

Outdoor terrace offering snacks and beverage to the exhibitors and the visitors of the show.

Location: Jetée Lucciana

FOOD TRUCK

Take away your lunchbox at the Food Truck operated by Premier Catering, official caterer of the MYS.

Location: Quai Chicane.

TRANSPORTATION

MYS OFFICIAL COURTESY CARS

Only reserved for the Multipass badge holders for journeying within Monaco to and from the show.

Service operated: 10am / 6.30pm.
Pick up and drop off: Parvis Piscine (upstairs Rascasse restaurant)

SHUTTLE BOAT

Reach the main quays of Port Hercules. For all attendees.
Service free-of-charge: 10am / 6.30pm.

ELECTRIC GOLF CARTS

Reach the main exhibition tents. For all attendees.
Service free-of-charge: 10am / 6.30pm.

Routes:
Quai Rainier III > Quai Antoine I^{er} > Parvis Piscine

MONACO BUS NETWORK

Free-of-charge service for MYS participants* (4-day card to request at the Show entrances upon presentation of valid badge).

**Service offered to Exhibitors, Multipass badge holders, Professional visitors, press, Sapphire Experience visitors.*

Service operated: 7:00am - 9:00pm.

HELICOPTER SHUTTLE

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www.monacair.mc - promo Code: MYS2018

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WIFI

MORE WIFI ON THE WHOLE SHOW

Solutions to improve the attendees's Internet connection during the four days of the show have been developed. In partnership with Monaco Telecom and Priva, the MYS has increased the capacity to connect to the Internet with WiFi on the whole port Hercules.

Where to connect WiFi?

Wifi spots:

- Starboard lounge (Quai Antoine I^{er}) – including the press and business centres
- Upper Deck Lounge (Parvis Piscine)
- C&C Lounge (Quai Louis II) – access for captains and crews only.

New WiFi hotspots:

New hospitality areas will be set around the port with free WiFi hotspots.

- Quai Albert I^{er}
- Quai Chicane
- Quai Rainier I^{er}

THE MONACO YACHT SHOW INTELLIGENCE REPORT

Throughout this report, you will see a number of terms that may need some clarification beforehand. Let us guide you through them.

Gross Tonnage

While the superyacht industry usually refers to a yacht's overall length, another important measure of size is a yacht's Gross Tonnage (GT). GT is a measurement unit for the total volume of all enclosed spaces on a ship. GT is an important measurement unit because it is used to determine many aspects such as manning regulations, safety rules, registration fees and port dues. A good example of this is reflected in the large number of yachts which measure 499GT, as yachts measuring 500GT and over have to comply with the Maritime Labour Convention (MLC), which includes different standards for the crew's quarters among others.

Construction book

What we mean by the construction book is the total number of yachts in various stages of construction. This includes yachts built to order, yachts started on speculation and projects which are on hold, pending possible resumption of construction. A project that was cancelled before construction began, on the other hand, will be removed from the construction book.

Types of sales of newly built yachts

We distinguish between a number of different ways in which a newly built yacht can be sold:

- New order: a yacht is sold before construction starts.
- Speculation order: the yard starts building a yacht on its own account and then sells it to an owner before completion.
- In-build resale: a yacht is sold from one owner to the other during construction.
- Stock sale: a yacht built on a speculative basis by the yard is sold to an owner after completion.

Presented by



What is a superyacht?

A superyacht is a motor or sailing yacht that is at least 30-metre in length.

Apart from this minimum length, we use a fairly generous interpretation when it comes to defining what is a superyacht and what is not.

For example, privately owned research vessels and yacht support vessels are included in the superyacht fleet.

THE SUPERYACHT FLEET

As of early August 2018, the world's fleet of operational superyachts over 30m amounted to 4,889 yachts. 278 yachts were out of service. Some of those are conversion projects which have been stalled for so many years that it is unlikely that they will ever be finished. Some yachts out of service are severely damaged and awaiting their fate, while other yachts have been laid up for a very long time. At SuperYacht Times, we have tracked 165 yachts since World War Two which we have classified as complete losses. The actual number of complete losses is probably higher, as tracing the final fate of old or abandoned yachts can be extremely difficult.

85% of the operating fleet or 4,170 yachts measure between 30 and 50m. 597 yachts have a length between 50 and 80m, leaving just 123 very large superyachts over 80m. Out of the entire operating fleet, only 780 yachts, or 16% of the fleet, are sailing yachts. In recent years, the share of sailing yachts in newbuild deliveries has been around 10%, so their share of the total fleet has gradually declined.

Close to one-third of the operational fleet (1,524 yachts) is over twenty years old. A similar number of yachts (1,465) are eleven to twenty years old. However, no less than 1,811 yachts were completed in the last ten years (2008-2017), which illustrates how fleet growth has accelerated. Not only has the fleet grown, the average size of yachts has grown too. Two-thirds of the 20+-year-old fleet measures between 30 and 40m in length, while that share is very similar for the eleven-to-twenty-year-old fleet. For the yachts completed during the last ten years though, the share of 30-40m yachts is only 57%, even though in terms of numbers of vessels, the size of the 30-40m market remained roughly the same throughout this time period (approximately a thousand

yachts per ten years). So, the extra growth of some 300 yachts over the past ten years has come from the larger yachts.

Average yearly newbuild deliveries (both motor and sailing yachts) have hovered around the 140-150 mark in recent years. So far in 2018, we have already recorded 94 deliveries with another 126 yachts still planned for delivery this year, although in all likelihood quite a few of those boats will be delayed until next year. Nevertheless, the number of 180 deliveries for 2018 which we forecasted in our 2018 IQ Report still seems to be achievable.

The construction book currently amounts to 429 yachts, including 39 projects which are on hold but have a good chance of construction resuming in the near future. This means that the number of yachts in the construction book is slightly less compared to the 440 projects we counted at the end of 2017. What will the total at the end of 2018 be? It all depends on how new yacht sales perform throughout the remainder of 2018. More about new yacht sales later on. Would you like to know more about the construction book of superyachts? Our SuperYacht Times IQ report 2018 offers extensive information about the construction book and all the other subjects touched upon in this Monaco Yacht Show 2018 Intelligence Report.

SUPERYACHTS FOR SALE

When looking at sales of superyachts we have to distinguish between sales of newbuild yachts (built to order, started on speculation, sold from stock, in-build resales and on-hold resales) and sales of used yachts.

New-build yachts for sale

At the start of 2018, there were 440 superyachts under construction, 135 of which were offered for sale, a share of 31% of the construction book. At the start of 2017, this share was 36% of the construction book, meaning that a lot of on-spec newbuild projects were sold during 2017. If we look at the situation as of August 2018, we see that 145 superyachts out of a total amount of 431 yachts under construction are offered for sale. This means that the share of yachts for sale has gone up again, to 34%. Of the 145 yachts for sale, 127 are on-spec projects and 18 are offered for sale by the owner of the in-build yacht. The increase in the number of newbuild yachts for sale since the start of 2018 is entirely accounted for by on-spec projects. This could indicate that on-spec builders are confident enough to start a significant number of new projects.

The 145 in-build superyachts for sale are being built in sixteen different countries. Italian yards account for 45% of these newbuilds for sale. Turkey is in second place with 14% of the total, which means it has traded places with the Netherlands, which now sit in third place with a 13% share of the in-build yachts for sale. All three of these countries feature a number of well-known yards which mostly build yachts on speculation.

Used yachts for sale

Around 20% of the operational fleet of 4,889 superyachts is offered for sale. The 985 superyachts for sale are made up of 812 motor yachts and 173 sailing yachts. The number of both motor and sailing yachts for sale is slightly up compared to the beginning of 2018.

If we look at the size of used yachts for sale, the majority of motor yachts for sale (483 out of 812) are in the 30 to 40m size range. 19% per cent of the total operational fleet of motor yachts in this size range is for sale. Yachts between 40 and 50m in length account for another 27% of motor yachts for sale, with the remainder spread over the larger sizes. 22% of the world's fleet of operational sailing yachts over 30m is for sale, and this percentage is pretty much the same over the different size ranges.

New superyacht sales

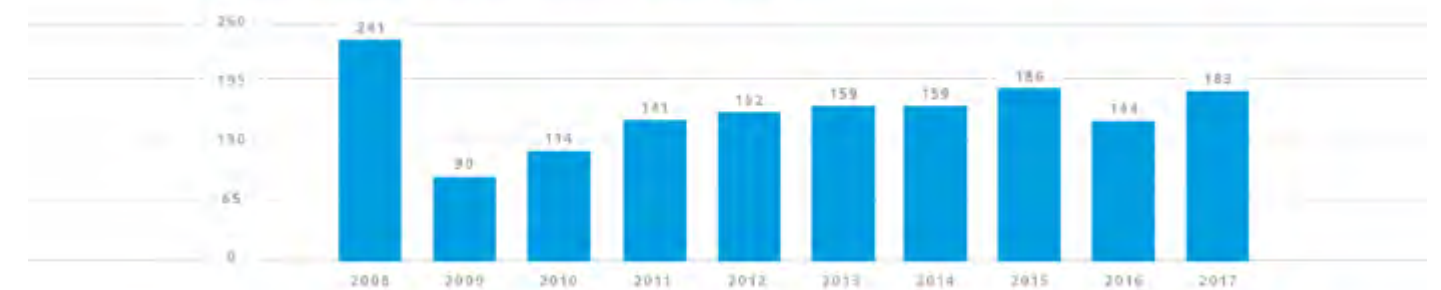
New superyacht sales in 2017 totalled 183 yachts, which represented a 27% increase over the figure for 2016. The figure for 2017 is still a far cry from the record number of 241 new yachts sold in 2008, but it is one of the best results in recent years. 2018 seems to be on track to match the good sales performance of 2017. By the end of June 2018, 77 new yachts over 30m in length had been sold, 73 of which were motor yachts and 4 sailing yachts. In itself, that number seems to be lagging in comparison to the number of 2017. However, we do expect the number of newbuild sales to catch up in the remainder of the year, as news of more newbuild orders is expected to reach the market. Yachts measuring between 30 and 40m are responsible for the majority of sales in terms of numbers of new yachts sold. 44 of the 77 new yachts sold so far this year are in this size bracket.

Sales of new yachts between 40 and 60m are still slightly behind on last year, but again we expect to find out about more new deals in the remainder of the year. Sales in the 60-80m segment are slow, while the 80m+ segment is doing very well with sales numbers for 2018 already matching those for the full year of 2017.

Used superyacht sales

Sales of used yachts over 30m reached 257 units over the course of 2017. In the first half year of 2018, 131 yachts were sold, which means that used superyacht sales are on track to match or even exceed last year's number. Of the yachts sold so far this year, 47 were between one and ten years old. Another 76 were between eleven and 25 years old, with the remainder being over 25 years old. Yachts between 30 and 40m long took the lion's share of sales with 89 out of 131 yachts. Sales of used yachts between 40 and 60m amounted to another 36 yachts, with the remaining six yachts all measuring around 70m. Of the 131 sold used yachts, seventeen were sailing yachts.

DEVELOPMENT OF NEW SUPERYACHT SALES 2008-2017





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OFFICIAL HASHTAG
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NEXT YEAR
MONACO YACHT SHOW
25>28 SEPTEMBER 2019