



DREAMBOAT

DREAMBOAT



FRASER

MARKETING PLAN FOR

DREAMBOAT

Prepared for

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January 2024

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OPENING REMARKS

While structuring a successful sale requires market savvy, negotiation skills, contractual knowledge and experience, captivating and informative marketing material plays a key role in the process. Its aim is to attract buyers and subsequent offers.

Our marketing approach is focused on developing **DREAMBoAT** as a brand. The marketing material, designed to reflect her character, style and capabilities, will tell her story via a dedicated website, walkthrough video, e-brochure, galleries, specifications and her general arrangement layout plan. We highlight her strengths and sought-after features to ensure she makes a splash.

Our goal is to show her in the best possible light, generate significant, lasting interest and ensure her presentation reaches the highest number of potential buyers and brokers globally. Information about our communication strategy is included later in this presentation.

Alongside strong marketing collateral, consideration must be given to **DREAMBoAT**'s asking price, location, availability and presentation to clients.

To ensure you have a comprehensive picture of what has been and is happening in the yachting world, we have listed the most recent sales of comparable yachts and similar yachts currently on the market in addition to providing a brief market overview.

SIMILAR YACHTS SOLD IN THE LAST 12 MONTHS

The 90m+ market segment counts few pedigree builders, all of them Northern European. Five yachts similar to **DREAMBOAT** in pedigree, length or tonnage were sold in 2023, representing 12% of the market, and one so far in 2024. The average sales price was about 13% lower than the asking price.

| YACHT | LOA | BUILDER | YEAR | GT | LAST ASKING PRICE |
|--------------------|-------------|---------|------|------|-------------------|
| Cloud 9 | 88 m 290' | Oceanco | 2015 | 2914 | € 155M |
| Here comes the Sun | 89 m 292' | Amels | 2017 | 2955 | € 175M |
| DAR | 90 m 295' | Oceanco | 2018 | 2926 | € 200M |
| Tranquility | 91 m 300' | Oceanco | 2014 | 2998 | € 149M |
| Kismet | 95 m 311' | Lürssen | 2014 | 2928 | € 149M |
| Madsummer | 95 m 311' | Lürssen | 2019 | 3125 | € 227M |

SIMILAR YACHTS FOR SALE

The 90m+ market remains exclusive in terms of inventory and buyers. DAR is the closest competitor (based, like **DREAMBOAT**, on the proven Oceanco 700 hull) with significantly higher running costs because of her 75% glass superstructure, as well as accommodation for only 14 guests and a lesser beach club. DAR sold last week which gives us a good yardstick.



| | | | | | |
|-----------------|------|----------|------|---------|--------|
| Savannah | 83m | Feadship | 2015 | 2305 GT | € 169M |
| | 272' | | | | |



| | | | | | |
|------------------|------|---------|------|---------|--------|
| Phoenix 2 | 90m | Lürssen | 2010 | 2667 GT | € 125M |
| | 295' | | | | |



| | | | | | |
|------------------|------|---------|------|---------|--------|
| Lady Lara | 91m | Lürssen | 2015 | 2945 GT | € 230M |
| | 299' | | | | |

I have added the over 100m / 3000GT segment (the tonnage has a significant impact on running costs) to provide a comprehensive overview of the large yacht market.



Jassj

| | | | | |
|------|---------|------|---------|--------|
| 103m | Lürssen | 2025 | 3750 GT | € 285M |
| 337' | | | | |



H3

| | | | | |
|------|---------|------|---------|--------|
| 105m | Oceanco | 2023 | 3521 GT | € 300M |
| 344' | | | | |



Anna

| | | | | |
|------|----------|------|---------|--------|
| 110m | Feadship | 2018 | 4693 GT | € 295M |
| 361' | | | | |

CURRENT MARKET DYNAMICS

The boom created by the pandemic is over and sales are now in line with pre-Covid numbers, reflecting roughly a 27% decline from 2021, the best performing year. However, prices remain approximately 15% higher than before Covid.

Notwithstanding the loss of Russian owners following the sanctions, the segment least affected by the decline is the 70m to 90m under 3000GT segment, which is where **DREAMBOAT** fits.

The market remains resilient with US clients making up well over 50% of the global fleet and the balance of buyers coming from other geographical areas, with no particular standout.





Following the surge of new orders in 2021 and 2022, many shipyards are now suffering from supply-chain issues and the scarcity of skilled labor. These factors are impacting deliveries, often making new builds a less exciting proposition than used yachts which is perhaps why inventory on the brokerage market has never been so low. Only 17% of the worldwide superyacht fleet was on the market in 2023.

So, by and large, it's a decent market to be selling into, especially since, somewhat surprisingly, markets have remained resilient in the face of global political uncertainty. The emergence of buffeting headwinds cannot be excluded but, for the foreseeable future, we are looking at a viable market for the sale of **DREAMBOAT**.

STRENGTHS OF DREAMBOAT

Our marketing will highlight the features appreciated by the current market which include swimming pools, large tenders and elevators.

Pedigree Dutch builder

Proven Oceanco 700 hull

“Timeless and contemporary” exterior design by Espen Øino

Highly customized warm interior by Terry Disdale

Maximized and protected outside areas

Well-designed beach club

Sundeck with almost 300 m2 of exterior/interior space

Open air cinema on sundeck



6m (19') by 3.1m (10') swimming pool with a depth of 1.44m (4.7')

Two whirlpools, one on the sundeck and on the owner's deck forward

Good size garage and tenders

Private owner's deck

Nine staterooms for up to 22 guests

Elevator

Gym and spa with sauna, steam room, massage room and beauty salon

Large windows, natural materials and colors

Variety of textures and finishes

FACTORS TO BE CONSIDERED

A number of factors help create a positive impact and expedite the sale of a yacht. Appealing marketing collateral, timely communications to the market, easy access, a friendly welcome on-board and a well-respected, experienced broker all play a part. The asking price and the yacht's location merit careful consideration, and good housekeeping (the collation of current yacht documentation, inventories and exclusion lists, etc.) is essential as is an attractive commission structure.

Based on the shifting economic climate, recent sales and emerging competition, I will advise you on adjusting the sales strategy, if needed, and then ensure the desired information is communicated to the market. All activities related to the yacht are tracked.





1 Asking Price

Taking into account the size, tonnage and pedigree, but more importantly the owner's programs, or desire for a sale based on the delivery schedule of his new yacht, I suggest an asking price in the region of €200 million to start out.

I advise pricing in Euro rather than dollars since comparable yachts are asking Euros. As an asking price, this suggestion offers some room for negotiation, looking for a final sale in line with the market data above. LADY LARA, at €230 million, is unrealistically priced and will struggle to attract serious interest.



2 Location

DREAMBOAT needs to be near an easily accessible yachting hub and in the vicinity of a commercial and/or private airport. I recommend **DREAMBOAT** be located in the Western Mediterranean from early spring. There are no tax issues with her being in Europe as opposed to the USA. We can discuss more precise plans later.



3 Presentation

In addition to client visits, B2B events are important to create positive word-of mouth marketing. As your Central Agent, I review the suitability of sponsored events, organize open houses for brokers and advise on **DREAMBOAT**'s participation in shows.

During a client or broker visit, it is important for **DREAMBOAT** to create a positive and welcoming impression. From the moment a buyer begins considering the purchase of **DREAMBOAT**, my job is to ensure the journey toward buying her is straightforward, enjoyable and efficient with no roadblocks.



4 Technical Documentation

I will prepare detailed specifications in coordination with **DREAMBOAT**'s captain and crew and assist in drafting the inventory and exclusion lists. These need to be provided within a very short time frame after listing based on new regulatory and contractual requirements, especially regarding inventory. To ensure there are no last-minute issues, I will also collate all class and flag state documents required for the sale and advise on any relevant tax and importation issues before the yacht comes on the market.



5 The Sales Process

For the duration of the listing, I will proactively manage the yacht's marketing campaign, reporting to you on a regular basis about marketing activities, enquiries from clients, and internal and external brokers.

I will follow up serious inquiries and advise on the most appropriate sales strategy. My 40 years of experience, knowledge and strong relationships with almost every broker in the world play a vital role in assessing offers and guiding you appropriately.

Upon receipt of an offer and initiation of the appropriate KYC in concert with you and your legal team, I will assess the terms and, if acceptable, spearhead negotiations with the buyer and/or third-party broker.

Once an acceptable offer has been negotiated, I will coordinate sea trial and surveys and, after a firm commitment to buy, advise on the sales completion and closing requirements including contractual document compliance, corporate sales and registry details, technical paperwork compliance, class compliance certificates, crew releases and any other issue that might emerge before the closing.



6 Commission

DREAMBOAT should be listed on the customary industry terms and conditions established by the Mediterranean Yacht Brokers' Association (MYBA. This will achieve the best market penetration and ensure the global network of corresponding brokers is motivated to achieve a fast sale.

MYBA provides for a scale of 10% on the first 10 million of the sales price, 5% on the next 10 million and 2.5% on the balance of any sales price in excess of 20 million. At the proposed price level, this works out at about 3%.

When another broker introduces a buyer and plays an active role in structuring the sale, it is standard industry practice to share the total commission with that broker on a 60/40 basis, or as otherwise agreed. For the record, Fraser sells over 25% of its Central Listings in-house. In 2023 my in-house deals included the 89m **HERE COMES THE SUN** and the 75m **LADY E**.





WHY FRASER?

Our experience: we know what it takes to structure a deal, from the sale of a small yacht to the most complex, international transaction. We have been doing it for 77 years.

Our knowledge: we know the yachts, the market and the competition. We are client-centric, creative in our solutions and determined to make the sale or purchase of your yacht a success.

Our access: we know how and where to get informed answers, be it about legal, fiscal, regulatory or technical matters. People listen when we call.

Our reputation: we are the oldest American brokerage house with 77 years of experience. Our longevity and track-record are testament to our clients' satisfaction.

Our global footprint: we have 14 offices in 12 jurisdictions across four continents with 37 multilingual yacht brokers.

Our corporate structure: we are 100% owned by the NYSE listed Marine Max (H2O), an unrivalled resource hub including IGY Marinas, the global leader in large yacht marina services.



FRASER PERFORMANCE

Up to November 2023

77

Years of knowledge and experience

From a California based business
to global leader

37

In-house yacht brokers

Global market information shared
across the company in real time

14

Brokerage offices worldwide

Best positioned to know what is
happening globally in a fast-
moving market

1200

Global network of yacht brokers

Access to interested buyers
anywhere in the market in real time

278

Yachts sold since 2019

USD 5 billion

Value of sales since 2019

Consistently in the top 3 global
ranking companies

54

Number of yachts sold in 2023

USD 854 million

Value of yachts sold in 2023

15%

Market share of yacht sales

98

Number of current yacht listings

USD 1,28 billion

Value of centrally listed yachts

12%

**Market share of centrally listed
yachts**



WHY STUART?

Stuart brings an informed perspective, transparency and infectious energy to every transaction. A deal maker, his approach is characterized by around the clock availability, discretion and unswerving attention to detail.

Leveraging his legal background, Stuart's sales effort centers on structuring a transaction in the manner most beneficial to his clients' interests. Professional and tailored to your requirements, Stuart's approach has been central to over 400 successful sales.

STUART'S PERFORMANCE

In addition to the delivery of a 75m new build, Stuart sold 4 yachts over 60m, representing 10.2% of global sales over 60m in 2023.

Performance in 2023

5

Number of yachts sold

367m

LOA of yachts sold

USD 442 million

Total asking price of yachts sold

5

Number of yachts sold represented by Stuart

Performance since 2017

59

Number of yachts sold

76%

Sales from referrals

9 months

Average sales time

7

Average number of yachts sold every year

Current Central Listings

6

Number of Central Listings

366m

Total LOA of Central Listings

USD 489 million

Total value of Central Listings

39m - 110m

Fleet LOA

RECENT SALES

Acting for the buyer and/or the seller, Stuart has sold a wide range of motor and sailing yachts from 18m to 126m. In 2023 he sold the 89m HERE COMES THE SUN (HCTS) in addition to four other yachts, all over 60m. Stuart has also been involved in numerous new build projects. His most recent, the 75m new build INFINITE JEST at Turquoise Yachts, was delivered this year.



HERE COMES THE SUN

89m | 292' Amels

TATOOSH

92m | 303' Nobiskrug

SKAT

71m | 233' Lürssen

OCTOPUS

126m | 413' Lürssen

CARINTHIA VII

97m | 118'11" Lürssen

LADY E

74.5m | 245' Amels

CUSTOMIZED MARKETING PROGRAM

“We don’t use your yacht to promote our brand: we use our brand to promote your yacht”

A yacht represented by Stuart Larsen and Fraser benefits from the stature both names enjoy across the industry. The pandemic drove all communication online and, although travel is back to normal, a strong on-screen presence is now essential. In addition to being promoted via in-house corporate media and channels, we build a dedicated website to ensure your yacht stands out from the competition. The presentation aims to be as unique as **DREAMBOAT** herself.

Working with recognized names in the industry, Stuart’s team coordinates the video and photo shoots onboard based on a specific storyline written around the yacht.



We have a hands-on approach to the filming, editing, photo selection and the creation of engaging, original content. We treat your yacht as a brand and the marketing centers on telling her story. Typically, the website includes an introduction, her key features, a video and galleries of the interior, exterior and decks. There are sections about her technical features, tenders and other facilities. Downloadable documents include her specifications, general arrangement layout plan and brochure.

The advantages are clear: all relevant information is stored in one place, and we control its dissemination. Since the material is yacht branded, third-party brokers feel comfortable sending it to their clients. The website is easy to send and, if required as some owners do, it can be kept completely private, even password protected, if required. Information can be updated at any time.

For examples of recent websites click on the links below.

<https://www.yachthcts.com>

Password: sunnyday

<https://www.yachtladye.com>

Password: deltazulu

<https://www.yachtcarinthia7.com>



EVENTS

Yacht shows provide a unique sales platform and attract qualified buyers. Fraser makes significant ongoing investments in all major sales shows in the USA and Europe and also takes part in broker shows and organizes open houses to ensure your yacht is a well-known entity on the market. The Fraser PR team also coordinates private events with strategic partners to create cross-marketing opportunities.

Fraser takes part in the following sales shows. The most appropriate venues for large yachts are Monaco in Europe and Fort Lauderdale in the USA.



Dubai International Yacht Show

28 Feb to 03 Mar 2024

Palm Beach International Boat Show

21 to 24 March 2024

Palma International Boat Show

25 to 28 April 2024

Cannes Yachting Festival

10 to 15 Sept 2024

Monaco Yacht Show

25 to 28 Sept 2024

Fort Lauderdale International Boat Show

30 Oct to 03 Nov 2024

COMMUNICATION PLATFORMS

Our communication is focused on generating leads from a variety of sources. Strengthened by the Marine Max Group resources, we also have a strong reach and presence across multiple industry leading platforms like Yatco, Yachtworld Boat International and SuperYachtTimes.

Fraser coordinates advertising campaigns, press releases and editorials across yachting, financial and luxury media global platforms. We also have a presence on Superyacht TV and Boatshow TV.

SuperYachtTimes - The Dynasty of the 92m superyacht Tatoosh

Example of an editorial written in concert with SuperYachtTimes.

Our client base and industry network of contacts, from builders to suppliers and professional advisers, provides access to off-the-record information and opportunities.



SOCIAL MEDIA

Our social media use is limited to YouTube and LinkedIn. It is pointless to promote a yacht to audiences that are not potential buyers. It doesn't generate leads and can expose a yacht to unwanted public attention. We selected our platforms on account of their business model, reach and the control we have over content.

LinkedIn

Unlike most other platforms, LinkedIn's business relies on selling services to its users rather than advertising. It is an effective, low-key way of engaging a network of potential sales channels: brokers, shipyards, owner's reps, captains, legal and fiscal advisers.

We can choose what information to issue, edit or remove at any time. It is the tool of choice for B2B marketing by top luxury brands, asset management companies, banks and luxury auction houses.

YouTube

YouTube is an online video sharing platform. We use it to showcase yacht videos. Videos can be public or unlisted which means we control dissemination and only the people to whom we send the link can view the video. Videos will not appear in an online search. We can change settings at any time.

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Thank you for your consideration.
We look forward to representing **DREAMBOAT**.





FRASER