

# SANLORENZO

## FERRUCCIO ROSSI APPOINTED CEO OF THE NEWLY ESTABLISHED SANLORENZO MONACO GROUP, GATHERING THE EUROPEAN COMMERCIAL SUBSIDIARIES OF THE SANLORENZO GROUP

**La Spezia, 13 May 2024** – In line with the statement released on 8 April 2024, and subsequently supplemented on 26 April 2024, the Company announces that **Ferruccio Rossi** has been appointed CEO of the European foreign commercial companies of the Sanlorenzo Group.

The agreement also envisages Ferruccio Rossi's entry into the share capital of the same, with a minority stake, subject to approval at the upcoming Sanlorenzo's Shareholders' Meeting, scheduled for June.

Concurrently with this new agreement and in coherence with its logic, Ferruccio Rossi has today resigned from the Board of Directors of Sanlorenzo S.p.A.

In his new role based in the Principality of Monaco, Ferruccio Rossi will lead Sanlorenzo's commercial development in the Principality, France and Spain through the **Sanlorenzo Monaco Group**, with offices today located in Monaco, Cannes and Palma through the following companies:

- Sanlorenzo Monaco SAM;
- Sanlorenzo Côte d'Azur SAS;
- Sanlorenzo Baleari SL.

**Mr. Massimo Perotti, Chairman and CEO of the Sanlorenzo Group**, commented: *«This agreement is part of the broader strategy of direct distribution of the Sanlorenzo brand in the key markets of the Group, a strategy that has recently taken shape in the Asia Pacific with the acquisition of Simpson Marine Group and which has been presiding over the American market for years through the Sanlorenzo of the Americas team. Sanlorenzo once again confirms itself as the First Mover, within the yachting industry, in the implementation of customer-centric strategies, in the places where our products are used».*

**Ferruccio Rossi** commented: *«I am proud and grateful that Mr. Perotti has chosen to entrust me and the Sanlorenzo Monaco Group team, made up of excellent professionals, with the commercial development of some of the most iconic territories in the nautical world, with a completely innovative approach of direct brand presence, analogous to what has been happening for some time in the High-End segment».*

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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 (44-73 metres aluminium and steel superyachts); Bluegame Division (13-23 metres sports utility yachts in composite). 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 1,000 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.

[www.sanlorenzoyacht.com](http://www.sanlorenzoyacht.com)

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