

Sanlorenzo charts bold strategic course with three world-premieres at Cannes Yachting Festival

- **Sanlorenzo opens the European boat show season by marking 20 years of visionary leadership and sustained growth under Massimo Perotti.**
- **Strategic update outlines Sanlorenzo's vision for continued expansion, constant product innovation, and cultural leadership in contemporary yachting.**
- **At Cannes, Sanlorenzo presents 10 yachts in Vieux-Port — the most complete and coveted monobrand portfolio in yachting — headlined by three global premieres (SL110A, SX120, SD132) and spanning nearly 300 metres in total length.**
- **Sanlorenzo confirms its new flagship, the 74Steel, will touch the water in October 2025, and a unique heritage-meets-technology new concept to be unveiled before year-end.**
- **Brand reaffirms its pioneering 'Road to 2030' pathway, detailing progress toward bi-fuel green methanol propulsion on 50 X-Space, to launch before the decade's end.**

Press Release, 8 September 2025, Cannes – Sanlorenzo returns to the Cannes Yachting Festival with a clear message of momentum, vision, and evolution. The brand opens the European boat show season by marking the 20th anniversary of Massimo Perotti's transformative leadership. A two-decade journey redefining Sanlorenzo as a global benchmark in made-to-measure yacht building, innovation, and Italian mastery.

On the eve of the festival, Mr Perotti presented Sanlorenzo's strategic priorities as his leadership enters a third decade, outlining a dynamic future built on sustainable growth, continuous design innovation and cultural leadership — positioning Sanlorenzo not only as a creator of exceptional yachts, but as a brand shaping the future of contemporary luxury.

The statement of intent comes as Sanlorenzo reports strong financial results for the first-half of 2025, underscoring the strength of its brand and resilience of its unique business model. Net revenues from new yachts reached € 454 million in H1 2025, up 9.4% year-on-year. EBITDA rose by 8.5% to € 80.5 million, with a margin of 17.7%. The company confirmed a robust order backlog of €1.44 billion as of 30 June, reflecting continued demand across the segment above 30 mt of its Yacht and Superyacht business units, as well as strong momentum from recent acquisitions, including Sanlorenzo's strategic entry into sailing with Nautor Swan.

Having reconfirmed its financial guidance for 2025, the company is targeting annual revenues of circa €1 billion for the first time — a step-change from €42 million in 2004 when Mr Perotti joined, ahead of taking over the company in 2005.

"The stability and measured growth achieved in the first-half of 2025 reflect the resilience of Sanlorenzo, the strength of our brand, and the timeless desirability of our yachts. Our order intake — particularly for yachts of 30 metres and above — confirms the vitality of our made-to-measure philosophy, our scarcity-driven model, and the success of our strategic entry into sailing with Nautor Swan. These values, combined with innovation, remain the essence of our Maison." **said Massimo Perotti, Chairman & Chief Executive Officer, Sanlorenzo.**

"Here in Cannes, we're proud to debut three new Sanlorenzo yachts, alongside new launches from Nautor Swan and Bluegame, presenting the most complete and coveted monobrand portfolios in their segments. Further premieres will follow in the final quarter — including a new concept for Sanlorenzo that embodies our pursuit of everlasting beauty and innovation, and the first delivery of the 74Steel — our largest yacht ever crafted, and a milestone embodying Sanlorenzo's position at the pinnacle of the category."

Complete. Coveted. Monobrand.

In Cannes, Sanlorenzo showcases a fleet of 10 yachts in Vieux-Port, reaffirming its unique position as the most complete and coveted monobrand portfolio in yachting today. Leading this fleet are three world-premieres: the daring **SX120**, the architectural asymmetrical **SL110A**, and the majestic **SD132**, making its maiden public debut.

The new flagship of Sanlorenzo's innovative crossover range, **SX120** is a yacht that combines an explorer's spirit with the luxury of a flybridge. Designed by Zuccon International Project with interiors by Piero Lissoni (Lissoni & Partners), this vessel features clean lines and expansive open spaces that define its sporty silhouette, while the interiors maintain a refined and versatile layout.

SL110A introduces a new architectural concept to the world of yachting, representing the latest evolution of Sanlorenzo's acclaimed asymmetric line and redefining the very notion of a 33-meter yacht. This model offers more spacious and luminous interiors, a seamless flow between indoor and outdoor spaces, and a deeper connection with the sea. The wide-body owner's suite provides panoramic views, direct access to the forward pool, and a private pathway through the yacht. With exterior design by Zuccon International Project and interiors by Piero Lissoni, the SL110A is an elegant synthesis of form, function, and innovation, reaching a top speed of 27 knots.

Completing the trilogy of premieres is **SD132**, the largest composite yacht ever built by Sanlorenzo. Measuring 40.7 meters with 420 GT of interior volume, it offers extraordinary space. The yacht features a reconfigured beach club with rotating terraces that create a continuous flow from the cockpit to the sea. A forward sunbathing area with a transparent pool, an 85-square-meter flybridge, and a side garage with transverse launching complete the experience. Designed by Zuccon International Project, SD132 embodies both the evolution and mastery of Sanlorenzo's semi-displacement tradition.

Alongside these debuts, Sanlorenzo presents **SP92**, **SL86A**, **SL90A**, **SD90**, **SD96**, **SX100**, and **SX88**, representing the full breadth of the Maison's most iconic lines, which are further expanded by compelling offering of Nautor Swan and Bluegame.

Bluegame will also premiere the **BGF45**, a revolutionary multihull with a foil-assisted system, bringing to the market technology inspired by BGH-HSV, the hydrogen-powered tender created for the 2024 America's Cup. Further demonstrating Bluegame's renowned ingenuity, BGF45 marks a major advancement in the multihull segment, achieving outstanding results through strategic collaborations with Mario Caponnetto and Francis Hueber, and partnerships with industry leaders such as Volvo, Garmin, and Siemens.

One year on from its integration as a proud part of the Sanlorenzo family, the next era for Nautor Swan is also to be outlined in Cannes, where it will present the **Swan 51**, bringing its expertise in performance sailing to the competitive 50-foot segment. Measuring 15.5 meters, the Swan 51 becomes the smallest model in the Swan performance cruiser line. Developed from the experience of over 70 yachts built between 14,6 and 16,8 meters since 2019, the design features a mast positioned closer to the keel for improved balance. The return of an icon, the model inherits the legacy of the original Swan 51 from 1981, the first collaboration between Swan and designer German Frers.

Innovation at the core

Sanlorenzo confirmed that in October in La Spezia, Italy, it will launch the first 74 Steel hull - the largest yacht ever built by the shipyard, and a new flagship not just in scale but in design, personalization and construction quality, reinforcing Sanlorenzo's leadership at the pinnacle of the superyacht category.

Sanlorenzo is also preparing to unveil an extraordinary project, born from the fusion of tradition and technology, and poised to herald a new chapter in the history of Italian yachting, for an exclusive audience. The unique creation, deemed by Sanlorenzo as a tribute to the entire Italian nautical shipbuilding and still closely held in secrecy, embodies the deepest essence of Sanlorenzo's vision: a luxury expressed through understatement, innovation, and excellence.

Sustainability is another core element of Sanlorenzo's vision, with a track record for investing in innovative solutions — from green methanol fuel cells with the 50Steel, to hydrogen-powered tenders with Bluegame. Through its "Road to 2030" sustainability pathway, Sanlorenzo has set a clear goal: to lead the industry toward the creation of the first bi-fuel engine yacht, capable of reducing emissions by 70%.

Sanlorenzo today confirmed that technology for the 50 X-Space, the first yacht with a green methanol bi-fuel engine, is now in place, demonstrating once again to be ahead of the curve with its technology-led propulsion system offerings. Seeking to introduce this innovation at a time when it can deliver the most impact, Sanlorenzo is strategically adjusting the market launch from 2027 to later in the decade, when it expects the availability of green methanol — and the required surrounding infrastructure — to be more widely available.

In line with the strategic vision guiding the brands within its universe, the upcoming months will see the presentation of new projects that strengthen the Maison's presence across all market segments. Among them, BGX83, the flagship of Bluegame, the expansion of Sanlorenzo's asymmetric range, and new concepts for Nautor Swan. These initiatives highlight Sanlorenzo's ability to combine its collective knowledge and expertise to create innovative and distinctive products.

A champion of culture and community

Speaking in Cannes, Mr Perotti reiterated Sanlorenzo's continued international role as a creator and promoter of the finest expressions of Italian culture, art and design. A commitment further expanded through the opening of Casa Sanlorenzo in Venice during the first edition of Venice Climate Week, the brand's new hub for art, culture and sustainability under the banner of Sanlorenzo Arts.

Casa Sanlorenzo's artistic programme officially commenced on 1st September, with its inaugural exhibition, *Breathtaking*, conceived and created by internationally renowned photographer Fabrizio Ferri. The installation is a powerful reflection on plastic and microplastic pollution in the oceans, underscoring its lethal consequences for marine and human life — an issue Sanlorenzo is committed to addressing.

About Sanlorenzo

For more than 60 years, Sanlorenzo has defined Italian excellence in yacht building, crafting custom-made motoryachts and superyachts that blend refined design, innovation, and advanced engineering. Founded in 1958, the shipyard is the world's leading monobrand builder of yachts over 24 metres.

Since 2005, under the ownership and leadership of Massimo Perotti, Sanlorenzo has undergone extraordinary growth — expanding its portfolio, production capacity, and global prestige. In 2019, the company was listed on the Euronext STAR Milan, further cementing its role as a leader in luxury yachting.

Sanlorenzo's yacht and superyacht production spans six specialist shipyards across Italy, with models from 24 to over 70 metres in both composite and metal construction. The Group also includes Bluegame — known for innovative crossover models — and the newly acquired Nautor Swan, a prestigious name in sailing and high-performance motor yachts.

Design and architecture have always been core to Sanlorenzo's identity, thanks to long-standing collaborations with world-renowned studios including Piero Lissoni, Patricia Urquiola, Dordoni Architetti, and others. This fusion of yacht engineering and interior design sets Sanlorenzo apart in the world of high-end nautical craftsmanship.

Looking ahead, Sanlorenzo is leading the sector toward sustainable innovation. Its "Road to 2030" strategy includes pioneering efforts in low-impact propulsion, such as green methanol fuel cells and hydrogen-powered tenders, developed with partners like Siemens Energy and MTU.

In 2024, Sanlorenzo marked two major milestones: the delivery of the first 50Steel superyacht equipped with an onboard fuel cell system, and the launch of hydrogen-powered Bluegame tenders for the America's Cup. This same year, the Group acquired Nautor Swan and Simpson Marine, strengthening its portfolio and commercial footprint across Asia and beyond.

Through initiatives like the Fondazione Sanlorenzo and Sanlorenzo Arts, the brand continues to support culture, sustainability, and the sea — values brought to life with the opening of Casa Sanlorenzo in Venice, a new home for design and dialogue.

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