

## Sanlorenzo strengthens commercial leadership in the Americas following strategic expansion

- **Commercial expansion follows +35.5% year-on-year revenue** growth in the Americas, as reported at the consolidated financial statements as of 31 December 2025;
- Builds on **Sanlorenzo's 2025 regional investment**, including the opening of its new Americas headquarters at Pier Sixty-Six, Fort Lauderdale and sustained presence at major US yachting events;
- New leadership structure to enhance **market proximity and client relationships**.
- **The Palm Beach International Boat Show**, from March 25 to 29, offers a prestigious stage for Sanlorenzo to affirm its growing presence in the Americas.

*Ford Lauderdale, 24 March 2026* - Sanlorenzo of the Americas is strengthening its commercial organisation with a series of senior appointments designed to support its next phase of development across key markets.

The evolution builds on a year of solid growth in the region, with 2025 revenues increasing by **+35.5% year-on-year**, reflecting the Italian Maison's measured approach to scaling the business while maintaining a close, client-focused operating model.

The appointments follow the company's strategic expansion in 2025, marked by the opening of its new Americas headquarters at **Pier Sixty-Six in Fort Lauderdale**, a long-term investment that reinforces Sanlorenzo's commitment to the region and its focus on further enhancing the client experience.

**Paul Burgess** has been appointed **Sales Director** for the *Sanlorenzo* brand in the Americas, while **Deniz Ozcakir** assumes the role of **Sales Director** for *Nautor Swan* and *Bluegame* across the region. These appointments reflect the Group's long-term vision to further strengthen its brand-led organization, enhancing focus, agility and strategic alignment across its portfolio in the Americas.

In addition, **Leonardo Carbajales** and **Vasco Trindade** are appointed Brand Representatives for Mexico and Brazil respectively — two markets with strong growth potential and increasing strategic importance.

Commenting on the new structure, **Pietro Berardi**, CEO of **Sanlorenzo of the Americas**, said:

*"This evolution of our commercial organisation is a significant step for Sanlorenzo of the Americas, reflective of our long-term commitment to the Americas. Following the opening of our new headquarters at Pier Sixty-Six, we are strengthening our expertise and presence across key markets — becoming closer to our clients and more responsive to their needs. Each of these appointments brings valuable knowledge and a shared commitment to excellence that will support our continued development and, sustainable growth."*

## Palm Beach International Boat Show reinforces regional momentum

Sanlorenzo's strengthened commercial structure will be active at the Palm Beach International Boat Show (March 25–29), a key moment in the U.S. yachting calendar and important touchpoint for the brand's community of owners across North and Latin America.

The Maison will present a focused fleet reflecting sustained regional demand for high-quality yachts defined by flexible living architecture and seamless indoor–outdoor connection. On display are the **SL86A** and **SL90A** — representing the asymmetrical and traditional expressions of the signature SL line — alongside the **SX100** from the brand's innovative crossover range.

**Bluegame** completes the showcase with **BGM75**, the multihull that represent a new expression of the brand vision of yachting, and **BG54**, the 54-foot yacht that proves that true value lies not in size, but in the intelligent optimization of space, underlining the breadth of its avant-garde portfolio across monohull and multihull models.

Together, the commercial appointments and continued presence at major U.S. shows reinforce Sanlorenzo's disciplined growth strategy in one of its most dynamic global markets.

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### 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 mono-brand 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, below 24m — 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 vessels, developed with partners like Siemens Energy, MAN and MTU. In recent years, Sanlorenzo has marked a series of milestones defining innovation, growth and cultural leadership. The Group delivered the first 50Steel superyacht equipped with an onboard fuel cell system, launched hydrogen-powered Bluegame tenders for the 2024 America's Cup, and acquired Nautor Swan, while strengthening its portfolio and global reach through new partners such as Simpson Marine. 2025 saw the launch of the truly unique heritage-meets-innovation concept SHE — standing for Sanlorenzo Heritage — and the debut of the 74Steel flagship, the largest yacht ever built by the yard, with multiple units in production. Alongside product innovation, Sanlorenzo reinforced its commitment to culture and responsibility through Fondazione Sanlorenzo and Sanlorenzo Arts, culminating in the opening of Casa Sanlorenzo in Venice. In 2026, Casa Sanlorenzo will host a full-year cultural programme, positioning the brand as a permanent platform for art, design, craftsmanship and dialogue.*

### About Bluegame

*Bluegame was founded in 2004 through Luca Santella's dedication and ambition in creating functional and efficient boats that are unique on the market, unconventional, and defy categorisation. This vision translates into the historic BG range, a perfect synthesis of sophisticated design and the authenticity of an uncompromising experience of the sea. In 2018, joining the Sanlorenzo Group changed the paradigm for Bluegame, opening new horizons and incredible development opportunities. Under the leadership of CEO Carla*

Demaria and Head of Product Strategy Luca Santella, the company has experienced extraordinary growth, with revenue multiplying 16 times in five years. New lines have gradually joined the historic BG range, while staying true to its identity: the BGX line, where 'X' recalls the crossover spirit present on Sanlorenzo's SX boats, and the BGM line, with the first luxury multihull in the history of both Sanlorenzo and the luxury yachting industry. However, sustainability is always the focus of Bluegame's design, epitomised by BGH, the hydrogen-powered chase boat using foils that flew at 50 knots alongside American Magic and Orient Express Racing Team during the 37th Edition of the America's Cup. The ultimate expression of sustainability to date. Building on this momentum, Bluegame pushed further with the new BGF range, which integrates foil technologies pioneered on the BGH, while expanding the brand's multihull portfolio with a strong focus on versatility, innovation, and Italian excellence. Additional models are currently under development, ready to rewrite the rules once again with disruptive advances in technology, design, and sustainability.

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