

Let's grow the industry together

the superyacht life foundation.com

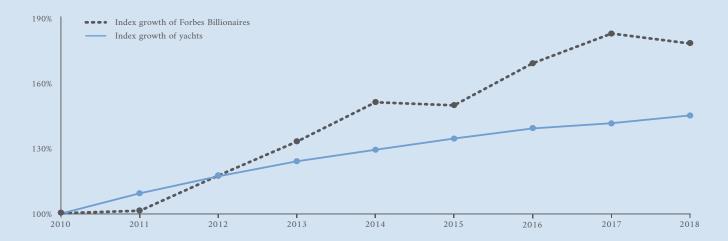






#### THE CHANGE

In recent years, the number of ultra-wealthy individuals has continued to grow at an increasing rate. In contrast, superyacht ownership hasn't grown at the same level, meaning that the industry is not achieving its full potential. This is a missed opportunity.



Through wrong representation in the media and unfavourable misconceptions, the real meaning of yachting got lost in the headlines. Superyachts have turned into status symbols – but for all the wrong reasons. The actions of a few have been extended to the whole and the entire industry is now suffering from poor representation on the global stage.

Although this issue has been identified before, the response has been tepid. If the industry as a whole is affected, the industry as a whole should act.

That's where Superyacht Life steps in.

"SUPERYACHT SEIZED OVER LINK TO CORRUPTION SCANDAL"

ABC NEWS

"A SUPERYACHT FOR YOUR INNER SUPERVILLAIN"

YAHOO

"BILLIONAIRE'S
SUPERYACHT WARNED
AFTER IT FOULS THE
WATER IN HARBOUR"

**STUFF** 



Everybody has identified that we need to improve the image of our industry, but the effort has been very fragmented.

Through coordinating the message and its delivery, we can achieve much more than what individual companies are able to accomplish alone.

Carlos Vidueira, board president



"TYCOON FACES LOSING HIS MULTI-MILLION MEGAYACHT BECAUSE CREW HAVEN'T BEEN PAID IN MONTHS" "TODAY'S SUPERYACHTS
ARE LIKE FLOATING
REALMS, HAVENS
OF HEDONISM AND
CONSPICUOUS WEALTH"

"UNION LEADERS
BELIEVE WORKING ON
SUPERYACHTS TO BE
MORE DANGEROUS THAN
LIFE ON OIL RIGS"

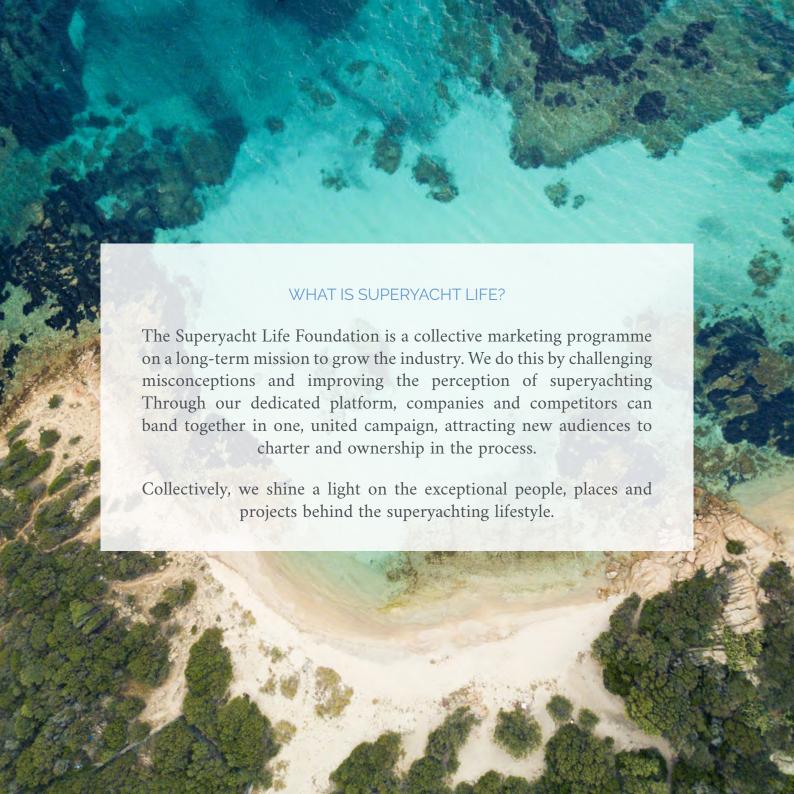


FOR TOO LONG SUPERYACHTING HAS BEEN UNFAIRLY TARNISHED; PLAGUED BY NEGATIVE HEADLINES AND UGLY STEREOTYPES.

IT'S TIME TO SET THE STORY STRAIGHT,
TO BRING OUR INDUSTRY THE RECOGNITION IT
DESERVES, CHANGE PUBLIC PERCEPTIONS AND
START POSITIVE CONVERSATIONS.

# Our mission is simple.

WE ATTRACT NEW AUDIENCES
TO SUPERYACHT CHARTER
AND OWNERSHIP BY CREATING
A POSITIVE PERCEPTION OF
SUPERYACHTING TO HELP THE
ENTIRE INDUSTRY THRIVE.



#### WHAT WF DO



#### **Positive stories**

We produce original editorial content that champions the positive people, places and projects surrounding the superyachting good life. Our stories have already reached an audience of millions through targeted advertising.



#### **Public relations**

We are the first port of call for non-yachting press who want to cover the superyachting lifestyle. Our regularly updated press kit provides our extensive network of high-level journalists with key facts and figures, resulting in more positive stories.



## Strategic events

We organise events to introduce potential owners to the superyachting lifestyle first-hand. Our first event will go beyond the brands and the boats, instead focusing on the inspirational people that make the superyacht industry exceptional.



#### Market research

We are on a mission to learn more about our industry. We conduct psychographic research into the reasons why our clients engage (and, more importantly, do not engage) in superyachting. The results are shared exclusively with our partners.

#### **OUR KEY MESSAGES**

These five messages lie at the heart of everything that we do:



#### Lifestyle

Superyachting is a wholesome, family-oriented lifestyle for successful people who seek to maximise their quality of life.



#### **Exploration**

Superyachts provides the freedom to explore the world in exceptional comfort.



#### Craft

Superyachts rely on skills and traditions that are often handed down over generations.



#### Altruism

The superyacht industry is dedicated to improving the oceans and environment around us.



#### **Economic benefit**

The superyacht industry provides a significant economic benefit, from wealth redistribution to employment and onshore spending.



#### THESUPERYACHTLIFE.COM

Our website shines a light on the positive aspects of superyachting that often get overlooked. Behind every superyacht lies a story. We are on a mission to share these stories, offering a fresh take on the positive people, places and projects that surround the superyachting good life. Content is split into five categories:

## Kinship

Behind the scenes with the families and friends who have experienced the good life together on board.

#### **Journeys**

A closer look at the awe-inspiring experiences and off-the-radar adventures made possible on a superyacht.

#### Craft

Celebrating the under-reported traditions, skills and workmanship that come together to create a yacht.

## **Purpose**

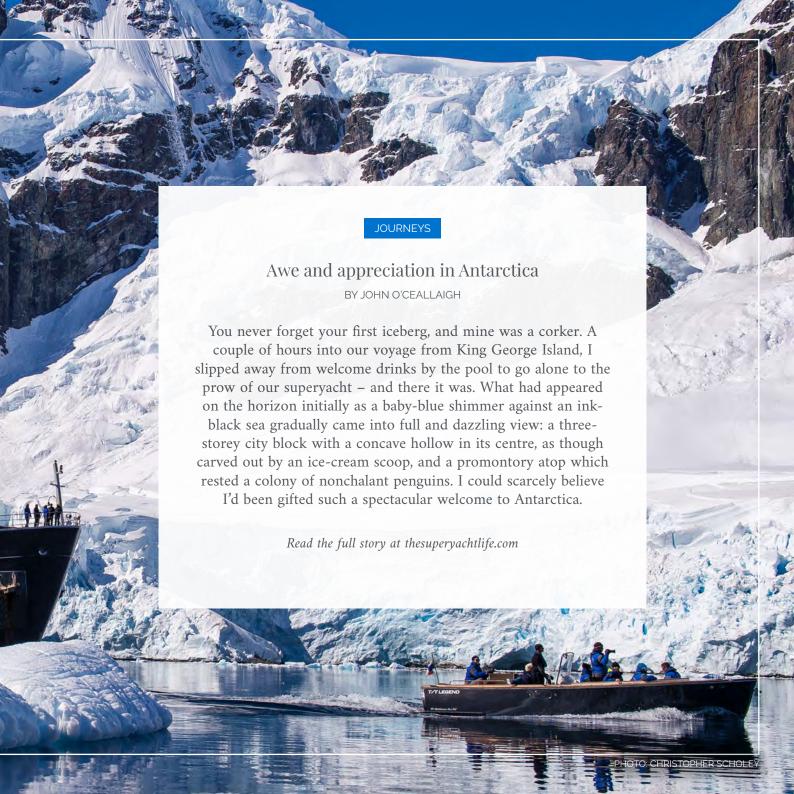
Encouraging the philanthropic ventures and sustainability projects within the yachting world that aim to improve the oceans and environment around us.

## #humansofyachting

Championing the people and personalities behind the superyachting good life, from owners and enthusiasts to explorers and innovators.

New audiences are drawn to our stories through regular email newsletters, social media advertising, search engine advertising and content syndication. This approach ensures that we are reaching new readers, not just the same superyacht aficionados. Excerpts from a few of our stories have been included on the following pages.









# The hidden value of superyachts

BY CHARLOTTE THOMAS

It is easy, when looking at the big picture, to assume that superyachting is a small industry. Then there's the assumption that ours is an industry of untold wealth, where huge sums of money are being passed between a handful of the ultra-privileged. This is further reinforced by sensationalist press coverage of the largest yachts. Nothing, after all, attracts outrage more than a story about an oligarch obscenely blowing \$500 million on a yacht.

The truth, however, is arguably a far cry from those sensationalist headlines. One only has to stop and think for a few seconds to realise just what is involved in creating that \$500-million yacht. In fact, one person's decision to spend a large amount of money on one luxury item helps keep 250,000 people employed, with significant financial and economic impacts that resonate around the globe.

Read the full story at thesuperyachtlife.com





## #HUMANSOFYACHTING

## #humansofyachting – Jeff Brown

BY DOMINIQUE AFACAN

"I've been on some of the biggest boats in the world and from the outside it's easy to see it as just a rich guy's toy. But what is easy to forget is that building a ship like that creates jobs for thousands of people for a number of years. What they give to local industry is incredible. The new technology they are responsible for too, is important. Owners can afford to put a lot of money into R&D – the results of their findings will obviously get used on their boat, but then they will be brought into the real world and everybody can use it. That's the stuff that nobody really talks about."

Read the full story at the superyachtlife.com

## THE BOARD

The non-profit foundation is backed by a board of esteemed executives from across the industry, united in their vision to grow the industry together.



Charlie McCurdy
Chief Executive
Informa Markets



Michael Breman

Director of Sales

Lürssen



Carlos Vidueira

Managing Director

Rybovich Marina



**Jonathan Beckett** *Chief Executive Officer*Burgess



Merijn de Waard Founder & Director SuperYacht Times



**Farouk Nefzi** *Chief Marketing Officer*Feadship



**Benedetta Moreno** *Marketing Director*Benetti



**Theo Hooning**Secretary General

## THE TEAM

The programme is led by secretary general Theo Hooning and executed by a team of professionals in Amsterdam with the support of a pool of freelancers.



**Dominique Afacan**Editor-in-Chief
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Alice I'Anson Widdows

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**Dilan Sarac** *Marketing Manager*d.sarac@thesuperyachtlife.com



Clair Rozemeijer

Marketing Executive
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#### PARTNER BENEFITS

Partners of The Superyacht Life Foundation enjoy a number of exclusive benefits:



# Support your industry

Reinvest in the industry and help support its future growth.



## Client insights

Access to market research commissioned by The Superyacht Life Foundation.



#### Media outlook

Stay abreast of what non-yachting press are writing about superyachts with our monthly media summaries.



## **Content library**

Access to our exclusive library of content which can be used in your publications.



## **Priority leads**

Be amongst the first to be contacted for story content and PR leads.



## Direct line

Enjoy the benefits of a direct line with the Superyacht Life team.



## Marketing advice

We can help you tailor your marketing to fit the Superyacht Life message and reach new audiences.



## Leading company

Position your organisation as a forward-thinking company taking the lead to address an industry-wide issue.

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I believe that no single player can adequately deliver the basic, compelling appeal of experiencing the superyacht lifestyle, but The Superyacht Life Foundation can play this role. If the industry can speak with a consistent message, with collective reach, we'll all be better off.

Charlie McCurdy, board member

## GROWING THE INDUSTRY TOGETHER

Combining the efforts of an entire industry into one orchestrated campaign benefits everyone in the industry, even if they are competing in the same market. That's why such a diverse range of companies have lent their support to the foundation.

In fact, this wide-reaching effort is something that no individual company can do on its own. It requires the support of a diverse group of like-minded organisations. Changing the perception of an industry is only possible when everyone bands together and successfully engages the growing target audience worldwide. This type of industry cooperation is not new and similar programmes have proven successful in other industries.

It's important to note that this is a long-term strategy. The more partners we have, the more we can achieve.

As each and every company in the industry will benefit, the responsibility of funding this programme should also be shared.

Let's grow the industry together.

Corkes

Carlos Vidueira

Board President



#### **BECOME A PARTNER**

Companies can join the foundation on invitation of the board. Three types of partnership are available:

#### Individual contribution

Professionals working in the superyacht industry can make a financial contribution to help grow the superyacht market.

Donations can be made at thesuperyachtlifefoundation.com

#### **Corporate Partner**

Organisations that share our goal of improving the perception of superyachting and growing the industry are invited to become partners.

Annual contribution of €10,000 for organisations with 50 or more employees and €2,500 for those with fewer than 50 employees

#### **Luxury Partner**

Custom partnerships will be developed and exclusivity for a specific product category can be negotiated. Luxury partners could play a unique role at exclusive events that Superyacht Life will organise.

As negotiated

Please get in touch if you have any questions or are interested in becoming a partner.



Carlos Vidueira

Board President
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Alice I'Anson Widdows

Partnership Manager
a.widdows@thesuperyachtlife.com

The positive aspects of yachting need to get a better push. We all try to achieve this on our own as individual companies. If we are united, we have a louder voice and can reach a bigger audience.

Michael Breman, board member



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thesuperyachtlifefoundation.com