

A Decade after the Lehman's Collapse

How has the Superyacht Industry performed and where are we heading?

Martin H. Redmayne
Chairman of The Superyacht Group
Industry Observer & Commentator

The logo for The Superyacht Group, featuring the text "The Superyacht Group" in white, bold, sans-serif font, set against a solid red rectangular background.

**The
Superyacht
Group**

The Superyacht Group

We've **changed**

The logo consists of a solid red square. Inside the square, the words "The Superyacht Group" are written in white, stacked vertically in a serif font.

The
Superyacht
Group

Superyacht Intelligence

What we do...?

The Superyacht Market

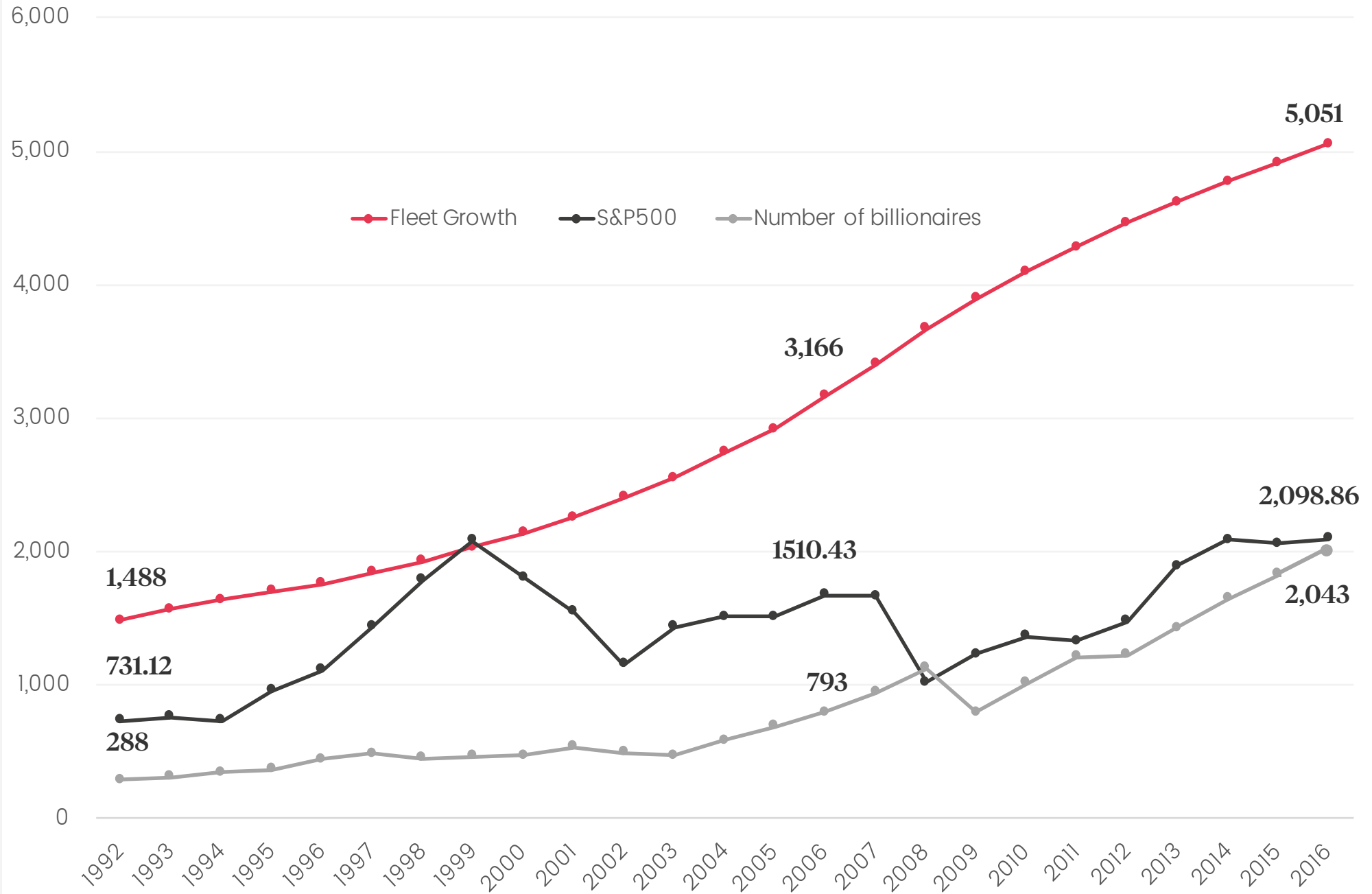
How big is it...?

Segmentation & Activity

How we look at it...?

25 Years of Change

25 years of change



Reality Check



5,114

Delivered fleet to date, 30m+

3,704

(72%)

**Delivered fleet in the last 25
years, 30m+**

1,359

(27%)

**Delivered fleet in the last 25
years, 40m+**

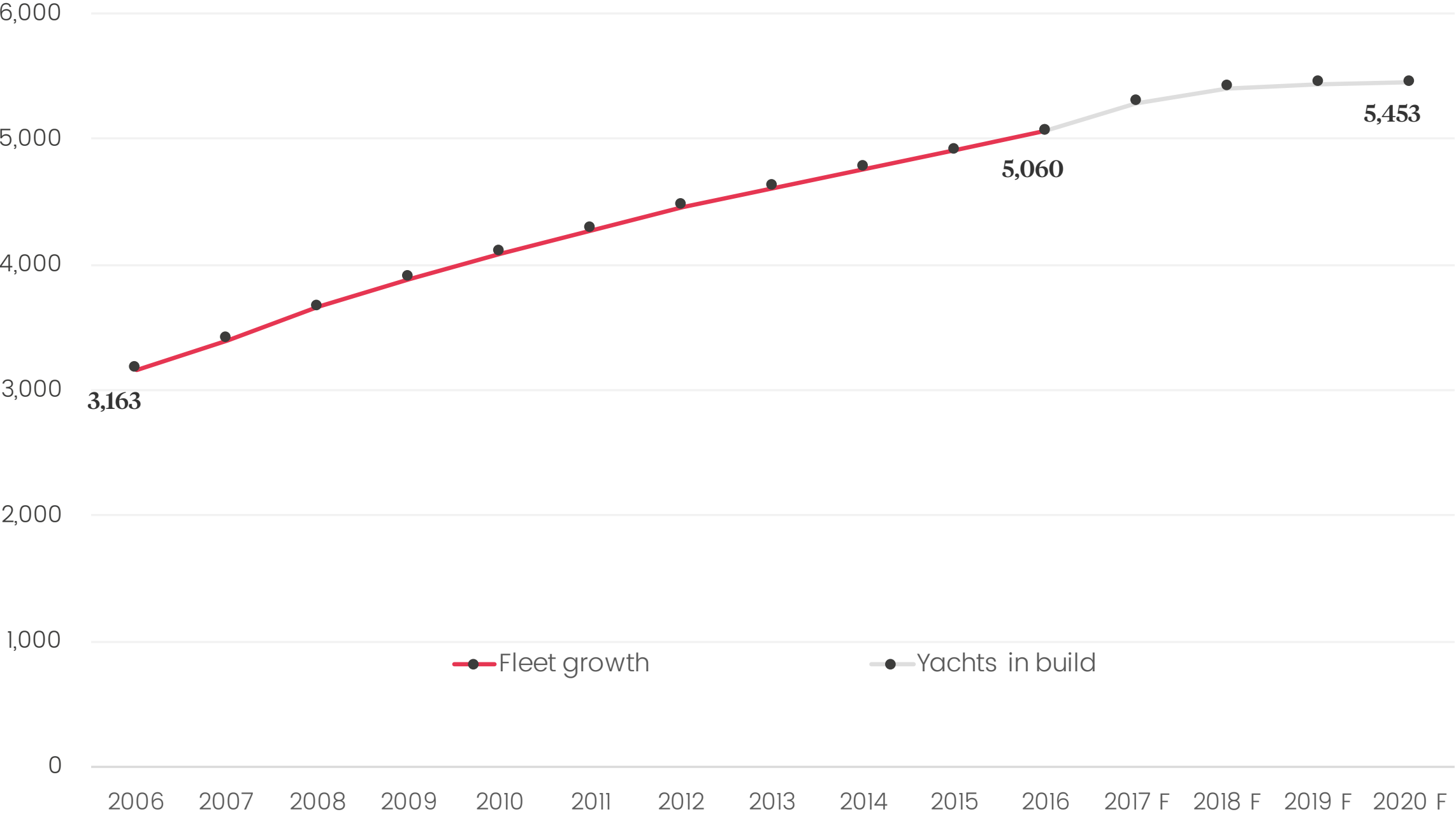
616

(12%)

**SYBAss delivered in the last
25 years, 40m+**

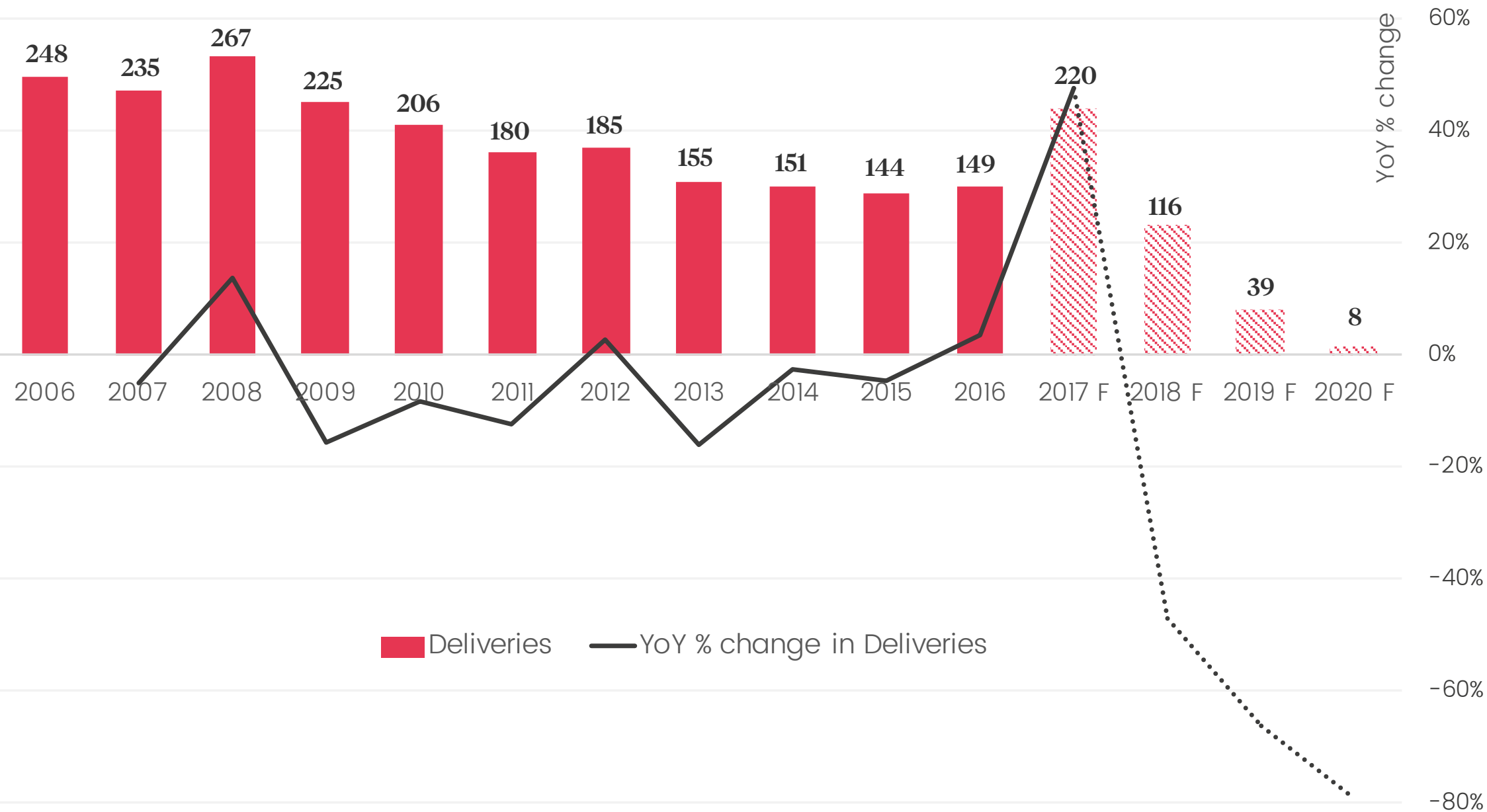
The last 10 years
& 2020

Fleet growth (including yachts in build)



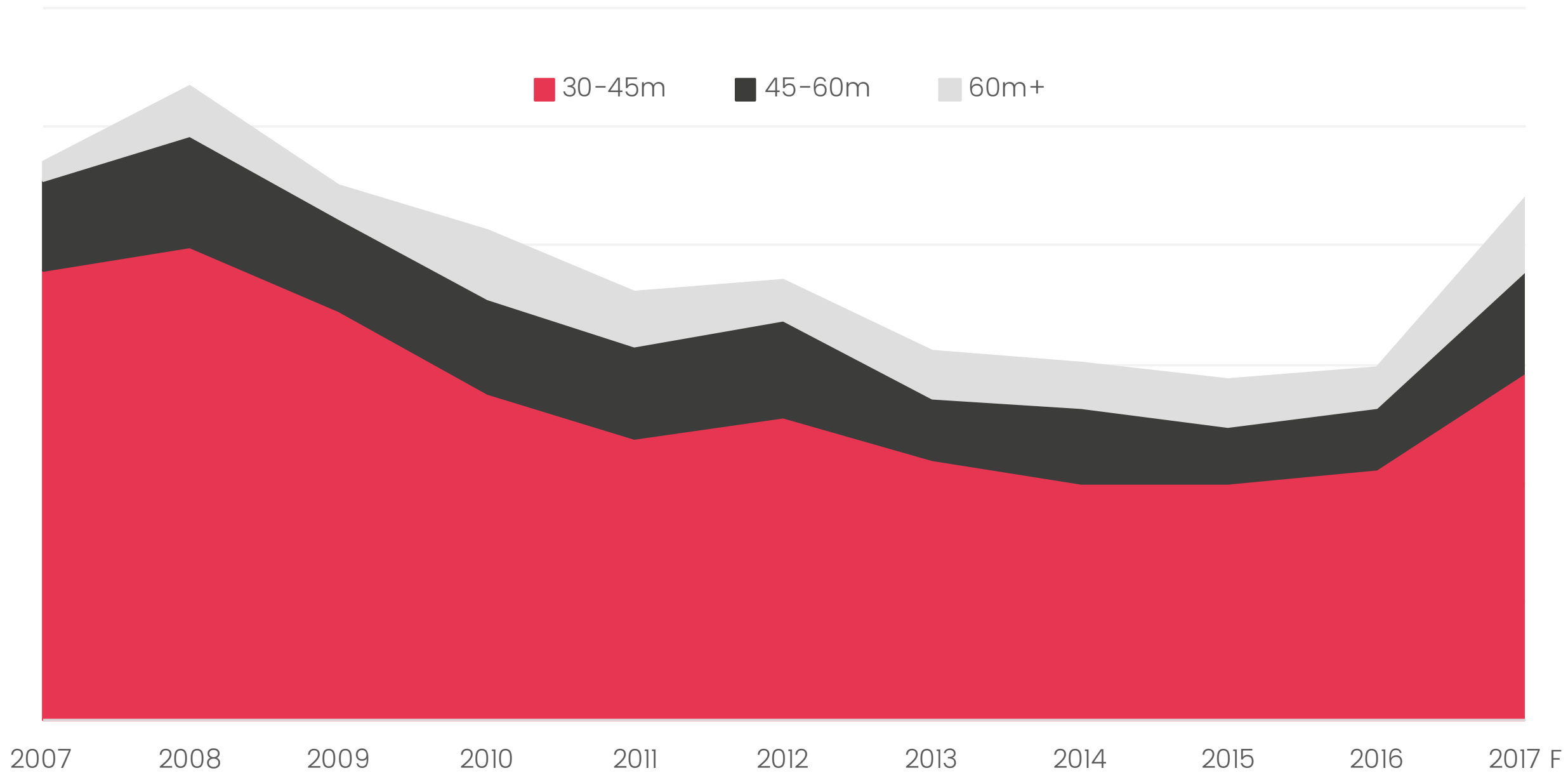
Deliveries post GFC

Number of deliveries and change in growth

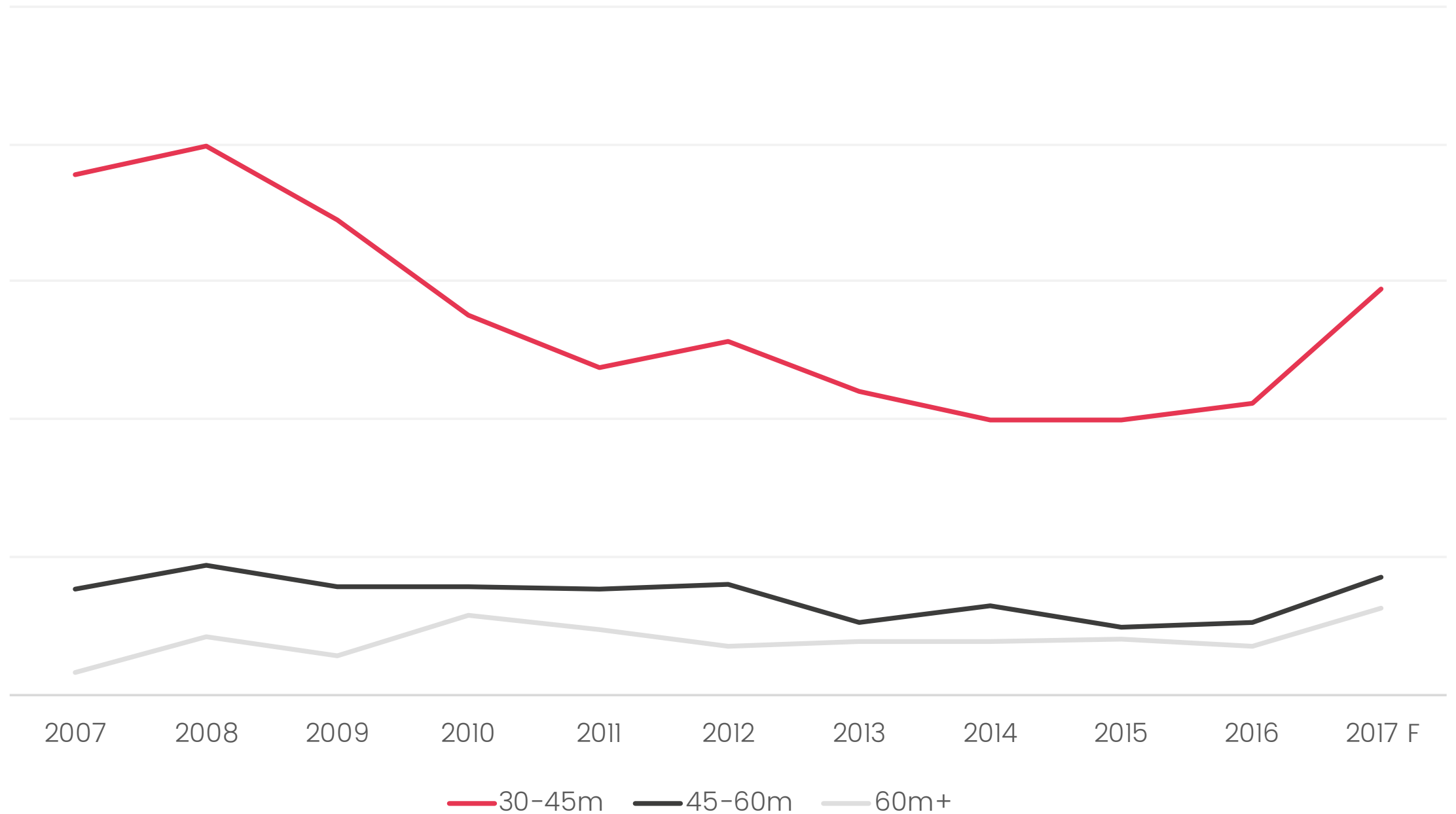


Deliveries

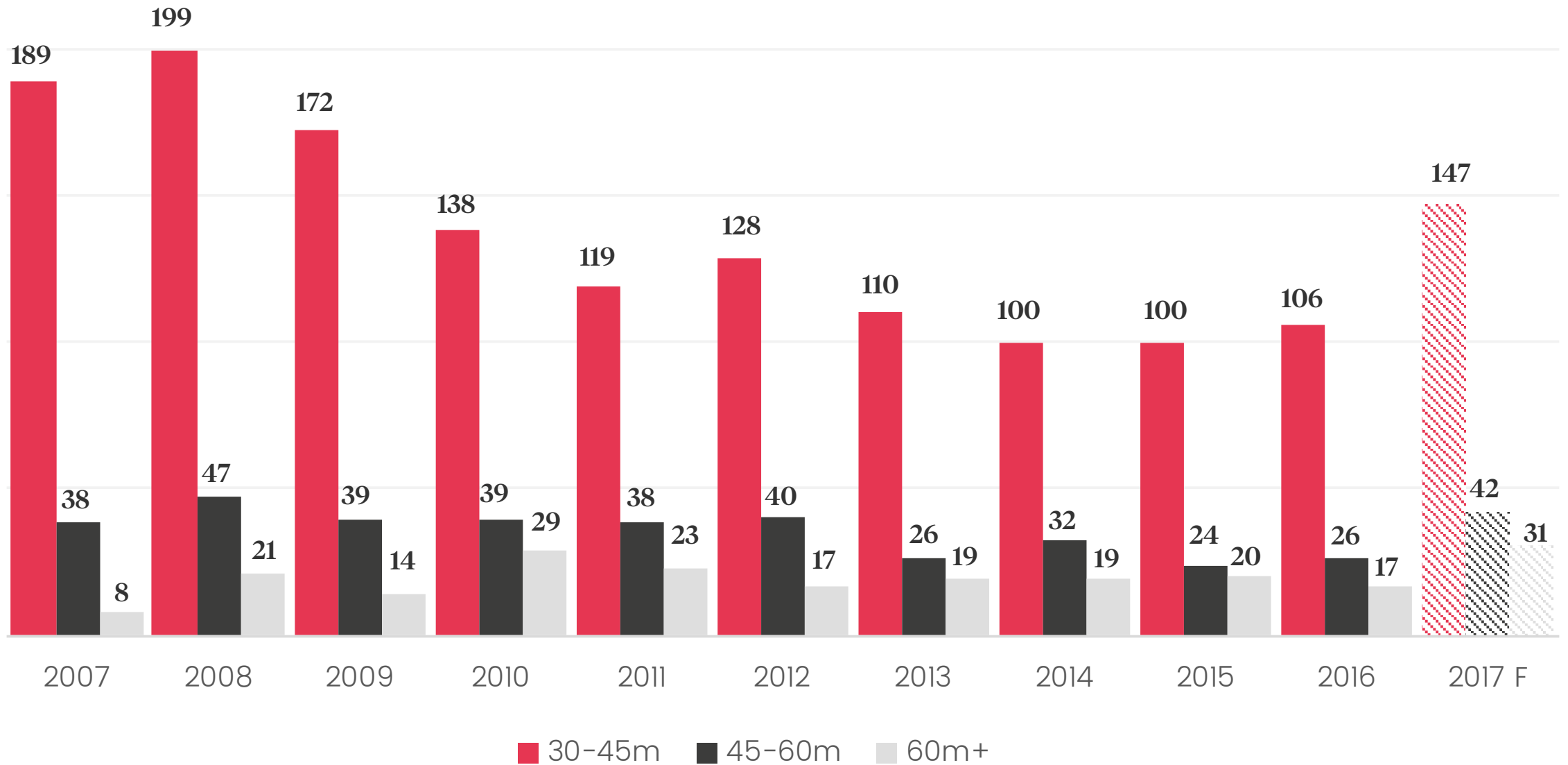
Deliveries by LOA



Deliveries by LOA

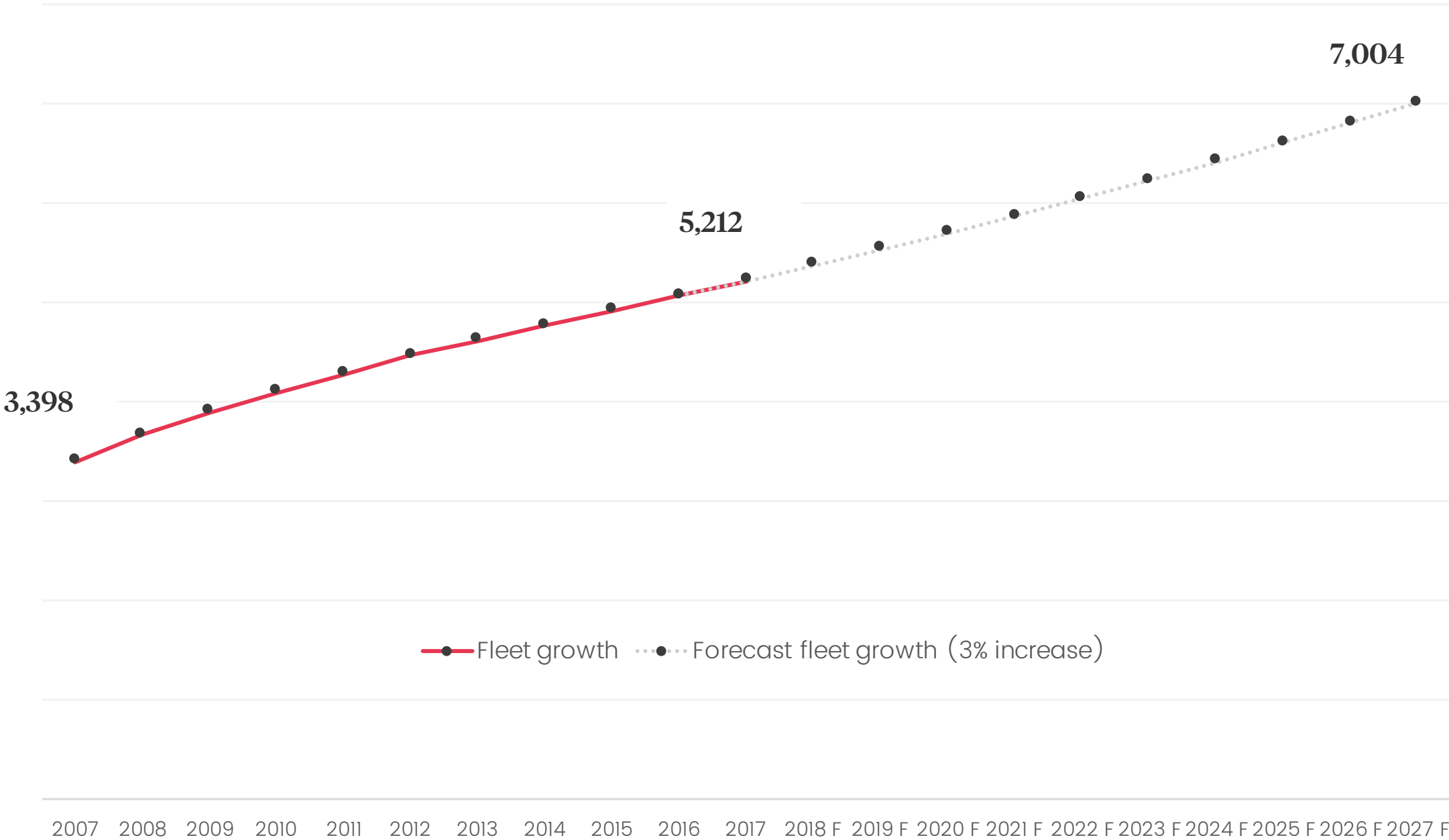


Deliveries by LOA



Beyond 2017: Forecasts

Fleet growth and forecasts



*Forecasted fleet growth
10-year delivery cycle*



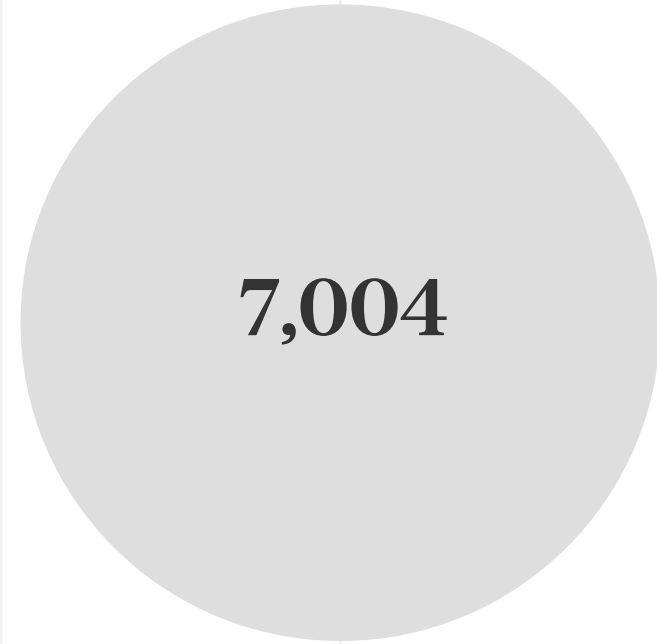
3,398

2007



5,212

2017 F

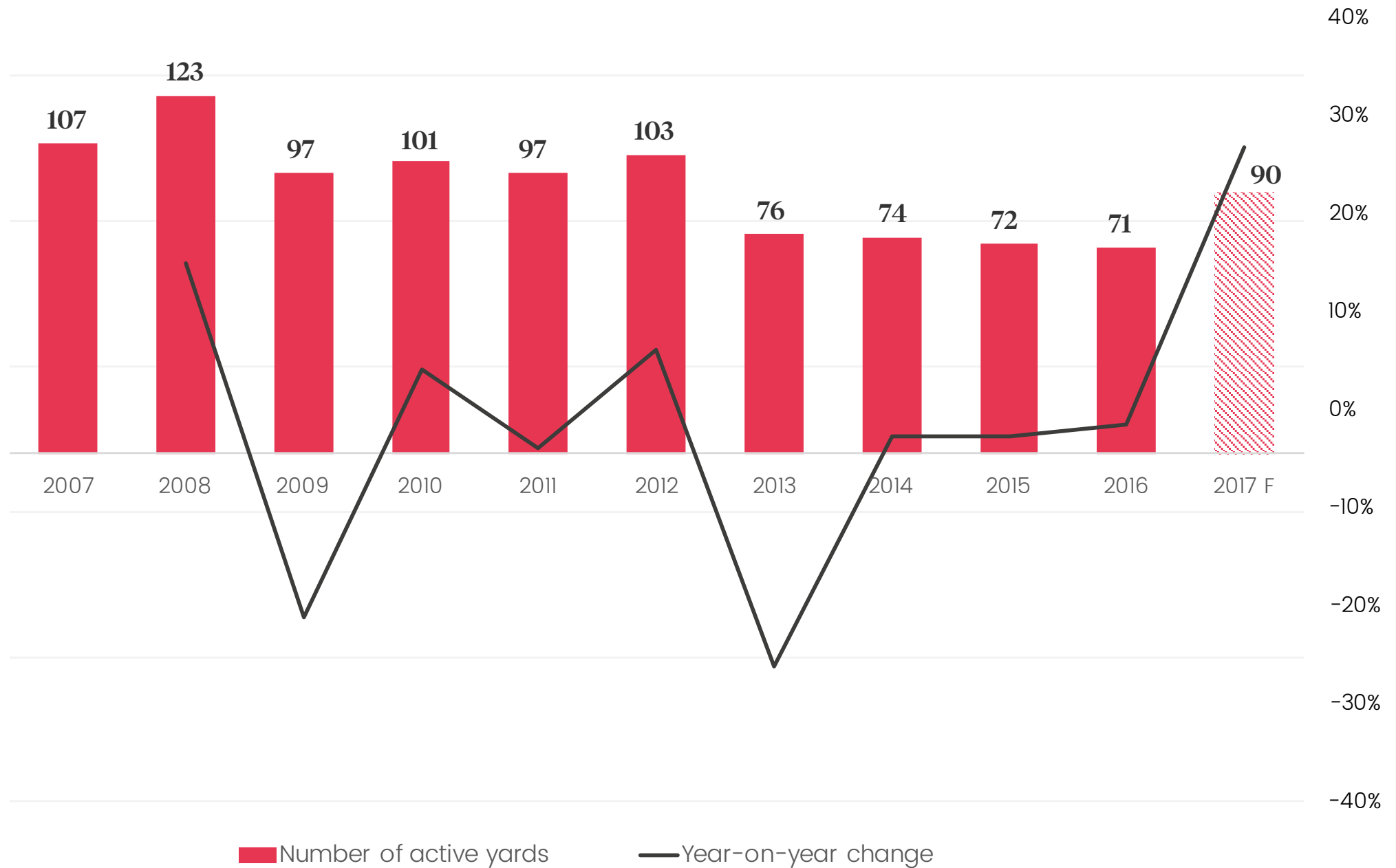


7,004

2027 F

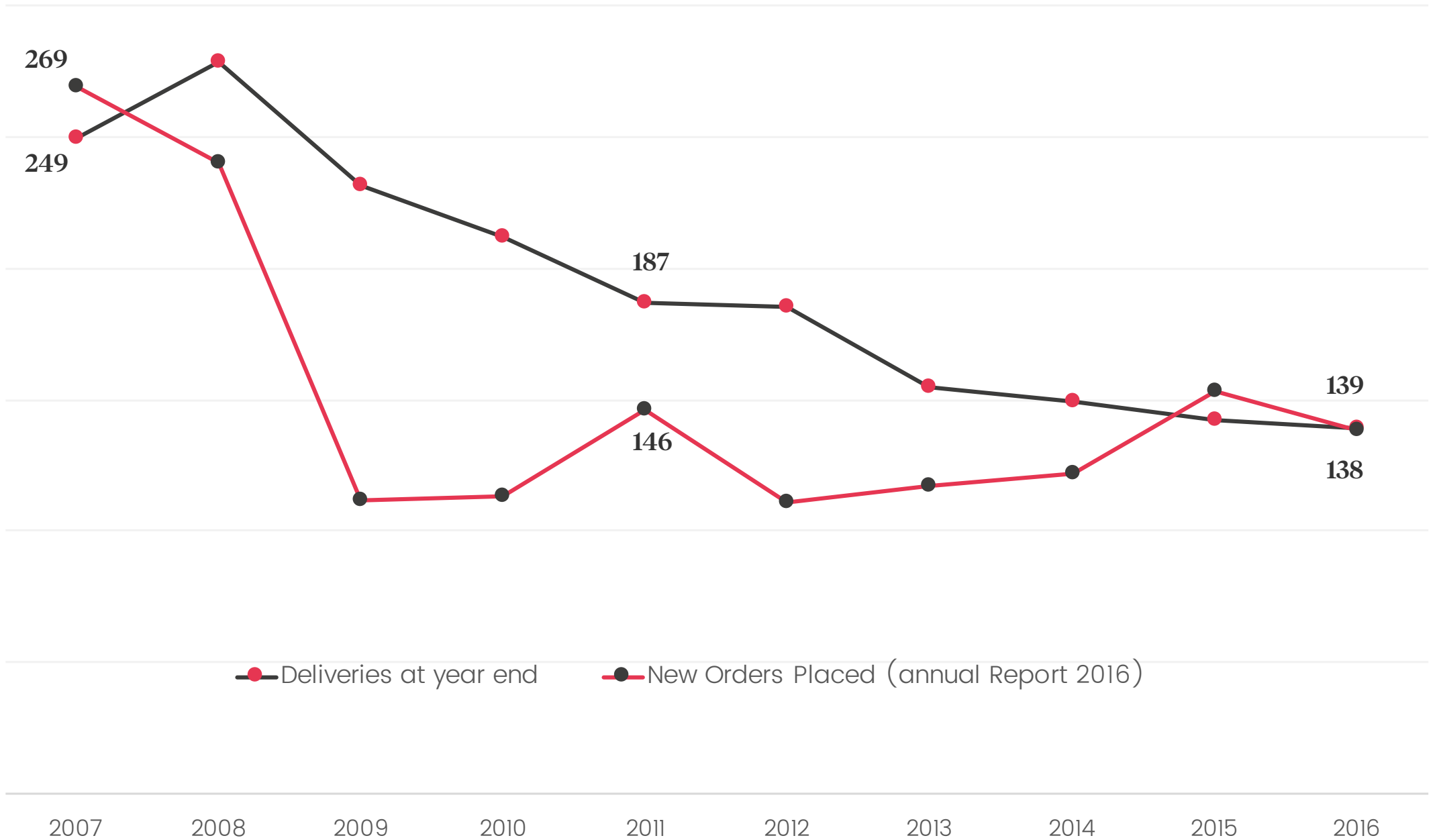
The Shipyards

*Number of yards making deliveries
& percentage change in growth*



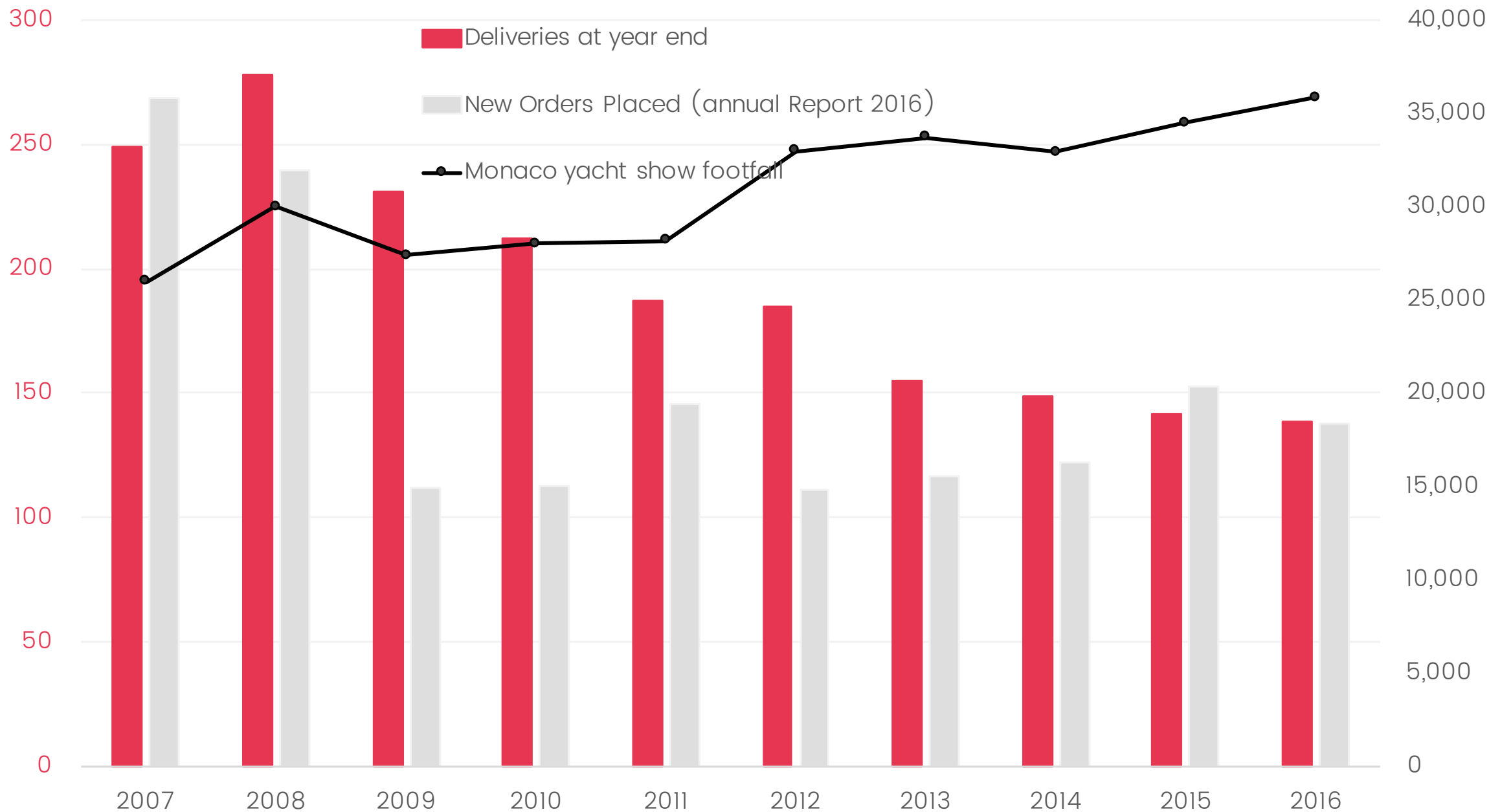
The Reality Check

Deliveries vs new orders placed



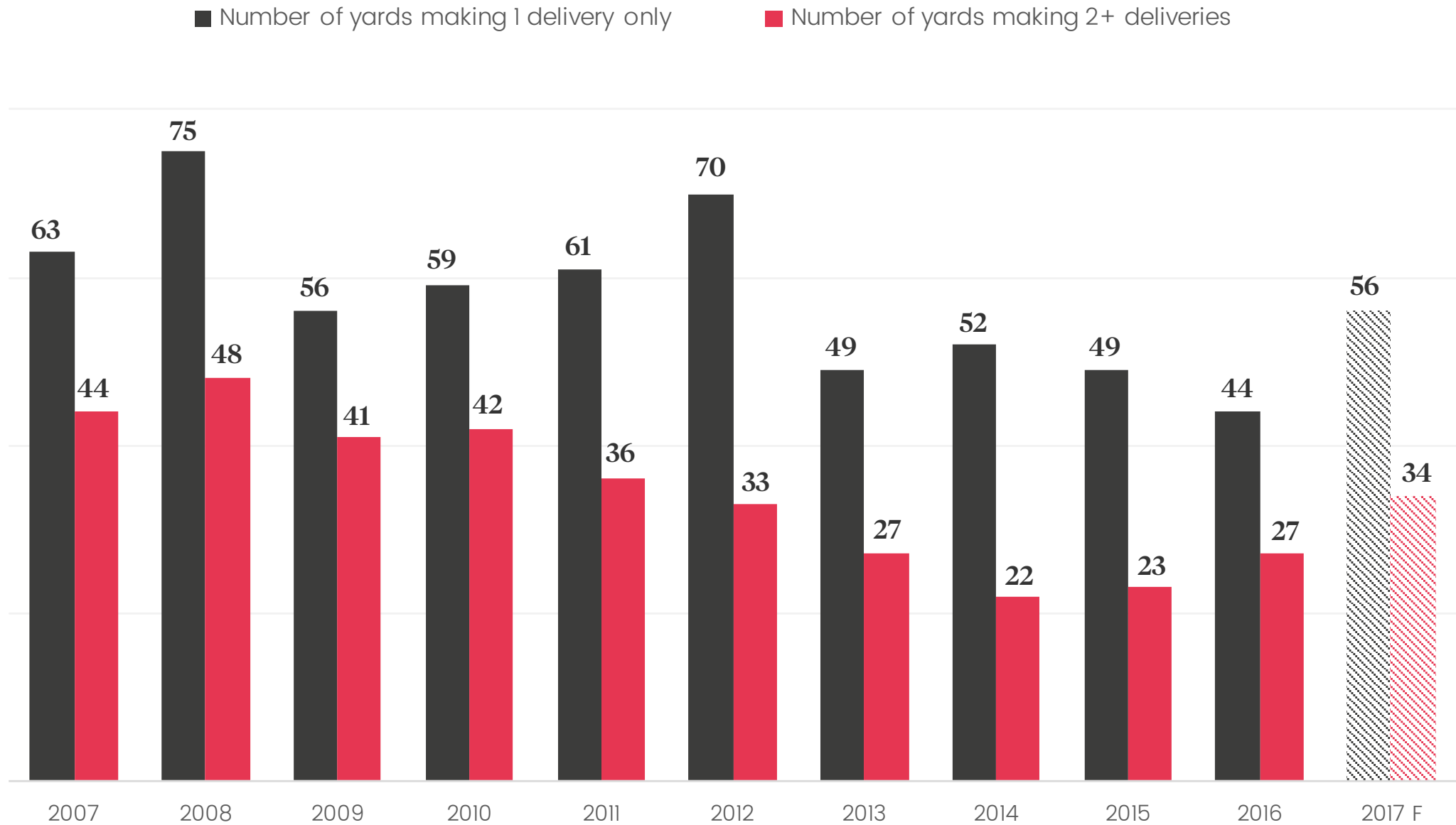
The Market Place

Deliveries, orders & MYS footfall



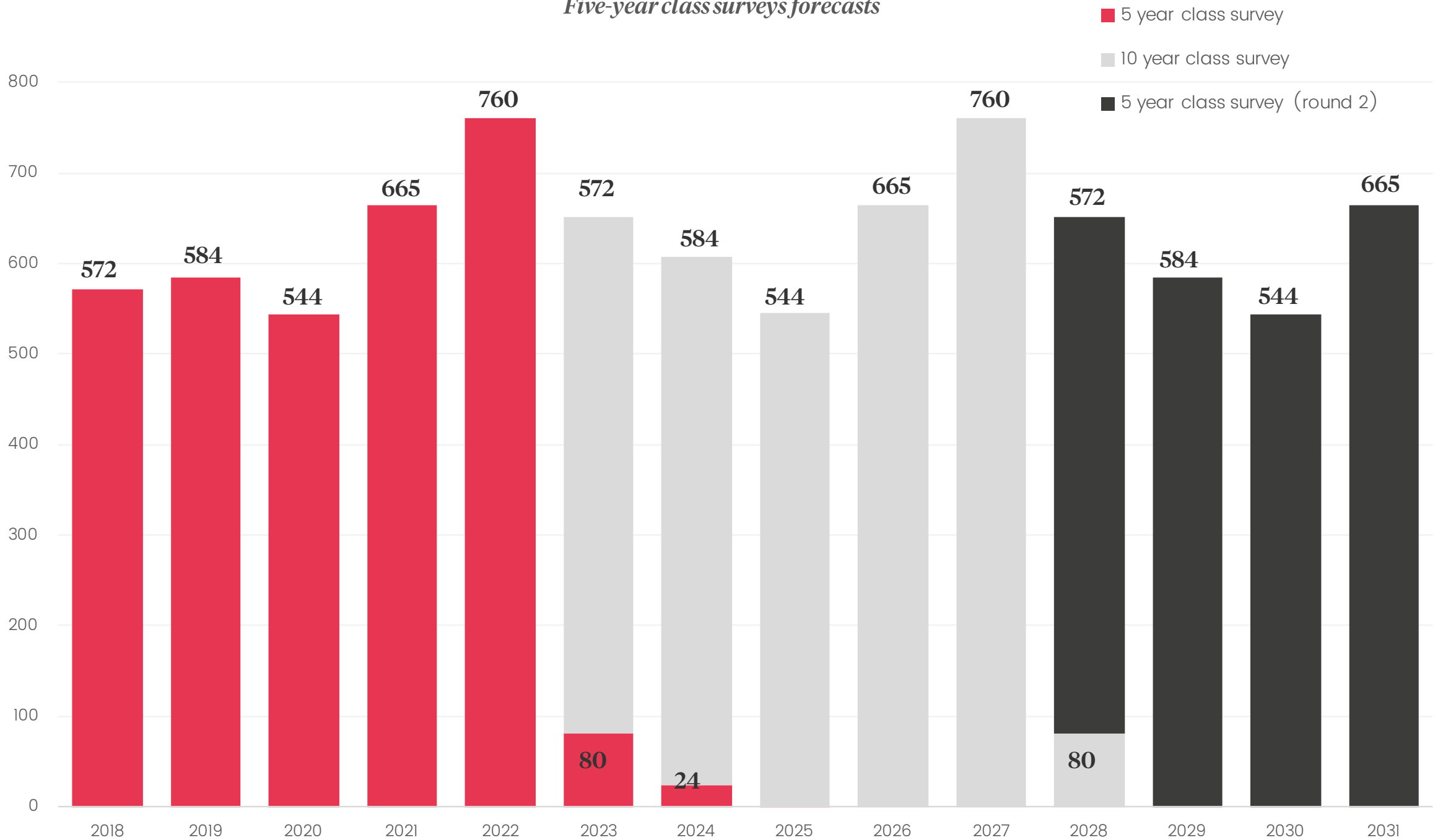
The New Build Business

Yards' delivery activity



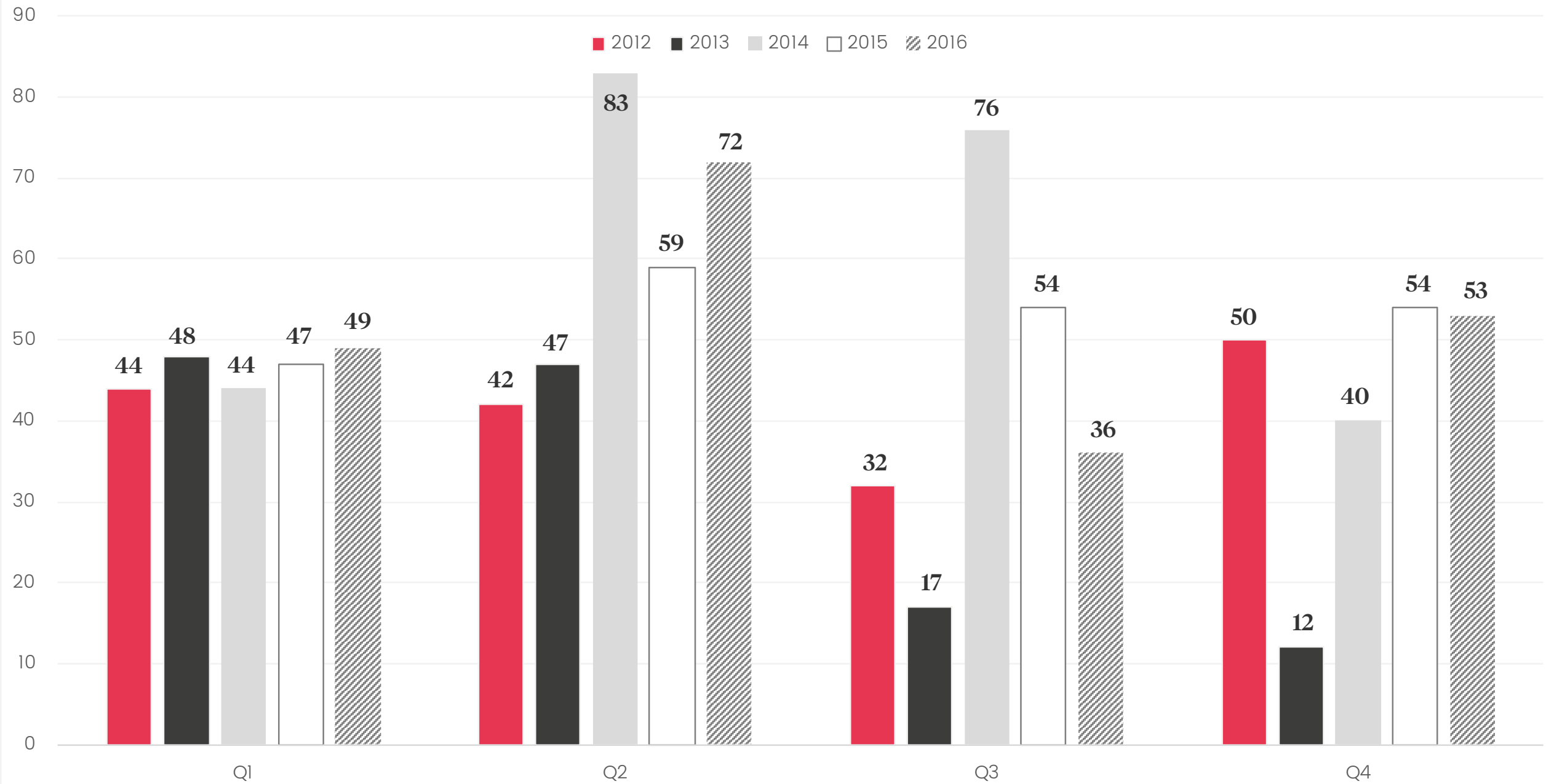
The Refit & Aftersales Business: Cumulative Growth

Five-year class surveys forecasts

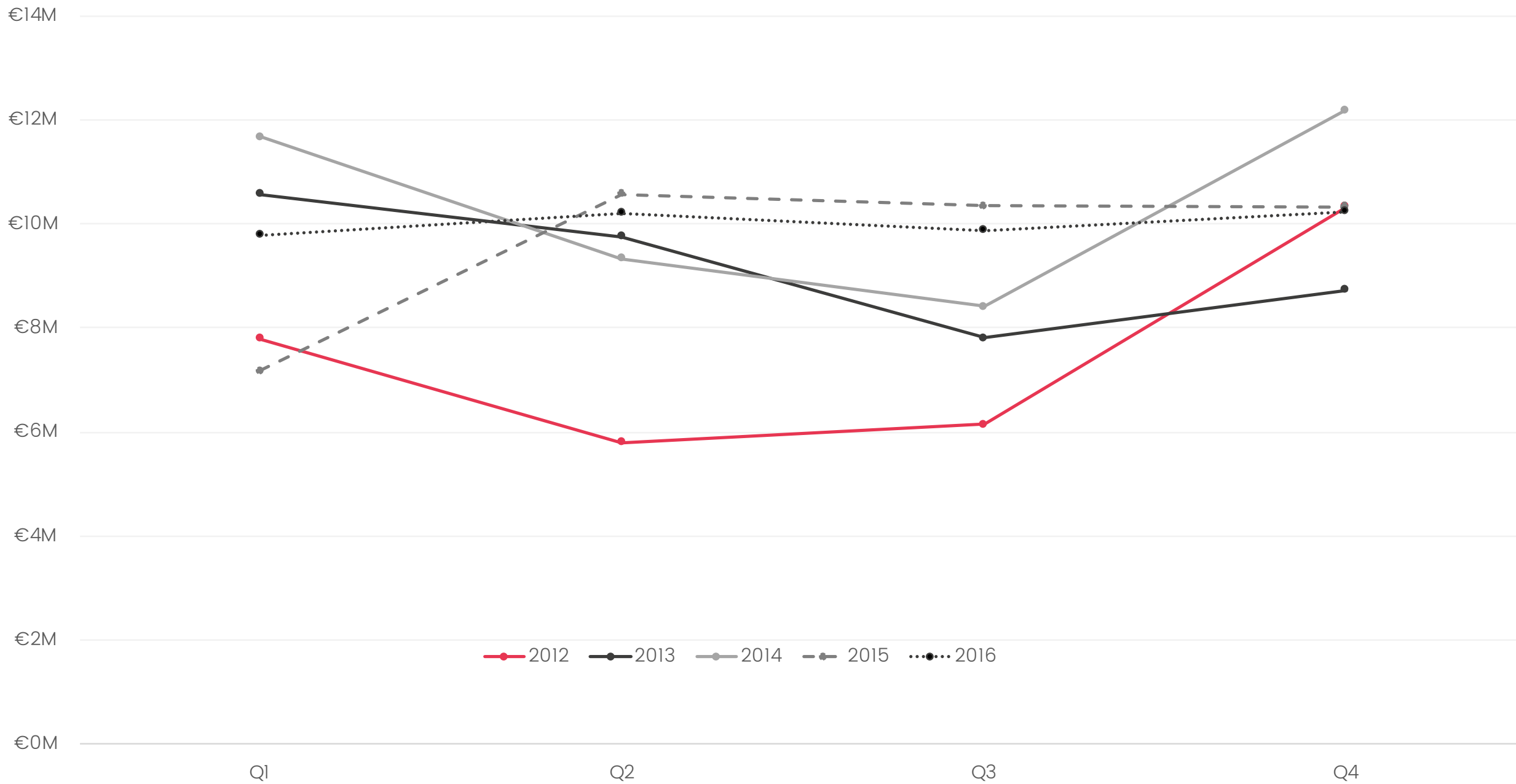


The Brokerage Business: Buyers v Sellers

Number of yacht re-sales



Average value of transaction of yacht re-sales



The Ownership Business

What do they really want?

www.superyachtintelligence.com/buyersurvey

Owning a big boat is a lot of
hassle, with the biggest hassle
coming from the crew

Running a boat is time consuming, you can outsource to management companies, but that just drives the cost higher

We are selling though, because for the past 20 years we have done two circumnavigations and we are struggling to work out where else we can go.

Having been to Croatia more than 5 times, you ask yourself how many more times can we go

We are switching to charter, as we can only spend about 2 weeks this summer on our yacht and it makes sense to now charter

If you plan to spend less
than 8 weeks on board, it
makes sense to charter

Realising true potential

Why do I need a

Superyacht...?

The UHNWI Club

200,000+ clients worth

\$30m

What is the definition of UHNWI?

UHNWI:

(Investable assets of \$30m+ USD)

187,150

Knight Frank (2015)

212,615

Wealth x (2015)

BILLIONAIRES:

(Investable assets of \$1bn+ USD)

2,043

Forbes (2016)

2,397

Wealth X (2016)

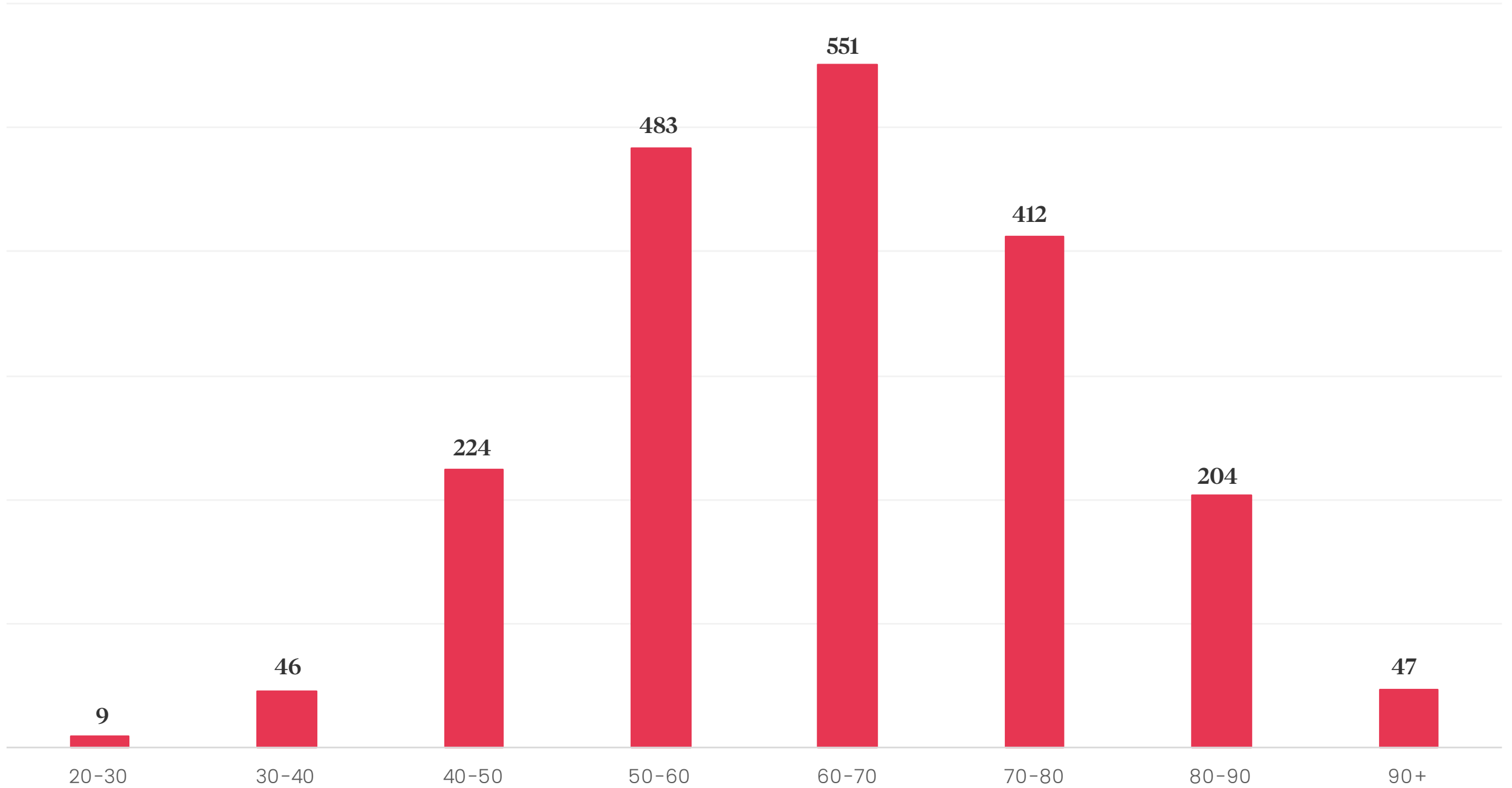
2,473

UBS PwC (2015)

The Billionaire Club:

2000+ Clients

Billionaire demographics



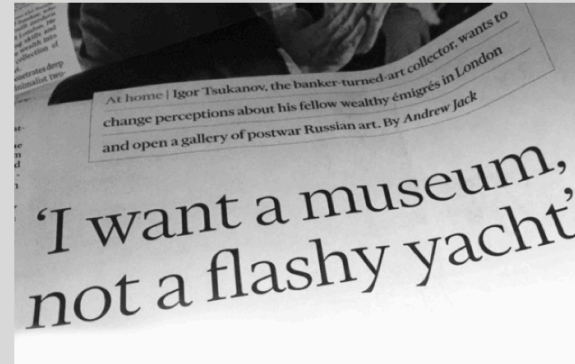
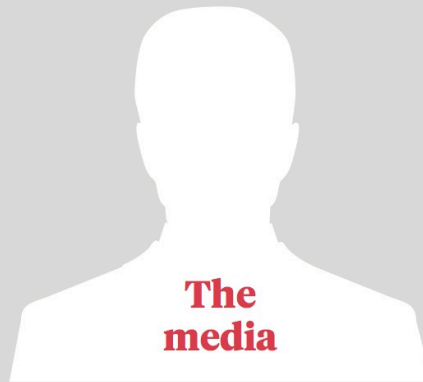


It's a platform, privacy, discovery, exploration, team-building, planning and sharing quality time with those we love.

Sailing is a way of life; you are close to nature, close to the environment and close to the water

Having the right crew is essential to the experience and it taught us how important it is for owners to have the patience to build the right team.

There is no other feeling that I can describe that captures captaining yourself.



There was recently a big article in the FT about superyachts and how huge and expensive they are, and how it is beyond our normal comprehension to grasp the point of building a vessel that is seemingly so “surplus to requirement”? Might you enlighten us on their owners’ thinking or aims? I fear there is no real secret to mega-rich people building mega-sized yachts other than to flex their testosterone levels or camouflage their innate sense of insecurity with an outward sign of vanity. I’ve often wondered what goes through the minds of people prepared to spend \$250m to \$750m on a vessel, plus a crew of between 60 to 100, and annual costs, if they are lucky, of \$5m to \$10m. This sort of extravagance, or should I say ostentation, always makes me a little nauseous.

The Arabs and the Russians lead the way when it comes to owning the 30 biggest private yachts in the world. I estimate there are 15 Arabs and eight Russians who own vessels measuring between 100 metres and 180 metres. I have been on a few of them and I can tell you they are never as impressive as Britannia, the Queen’s former yacht, or the much smaller Talitha G, or the



The Philanthropy Club

The New Order

Change on the Horizon

The Future Forecast beyond 2020

The Financial World 10 years from Now

The World's Wealth 10 years from now

The Superyacht Industry 10 years from now

The Superyacht client
10 years from now

Thank you