



AN AMERICAN YACHTING FAMILY SINCE 1948

MARKETING PROPOSAL

Superyacht Listing Presentation





ABOUT DENISON

Denison has long been a leader in the yachting industry with a rich family history dating back to 1948, and the start of Broward Marine in Fort Lauderdale. Today, the company provides complete yachting services worldwide, from sales and charter to crew placement and new construction.

Denison has 20 waterfront offices around the world, as well as a team of nearly 100 licensed and bonded yacht brokers. Decades of experience provide a long-term perspective on the industry, extensive industry contacts, a deep client roster and a passion for yachting.



Alex G. Clarke
Palm Beach Yacht Broker

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About Alex

Alex G. Clarke grew up in Darien, Connecticut on the shores of Long Island Sound while spending his summer months in Martha's Vineyard & Marion, Massachusetts. With a family history rich in tradition surrounding the yachting industry & America's Cup, Alex was soon to follow. After graduating from the University of Miami (Florida), Alex split time between being a financial analyst in Fairfield County & working on a number of yachts before dedicating himself to a full-time career in yachting.

Alex has logged countless nautical miles as yacht crew traveling extensively from Nova Scotia to South America, Mexico to Turkey while working his way up through the ranks from deckhand to captain. After moving ashore in South Florida, he applied his knowledge to a position in yacht management at Fraser Yachts, where he was the company DPA/CSO handling crew placement issues, IMO/ISPS/ISM & flag state/class society regulations for both their charter & management fleets before moving over to brokerage yachts.

After learning from some of the most successful yacht brokers in the industry at Fraser, Alex transferred to Bartram & Brakenhoff, a boutique brokerage house founded in 1967 by his great uncle & mentor Joe Bartram Jr., which was a dream come true.

Now at Denison Yachting with longtime friend and fellow UM graduate Bob Denison, Alex has solidified his place in the yacht brokerage industry by being elected the exclusive global representative for a number of top quality shipyards during his career: Cantiere delle Marche, Mondo Marine MC, Pirelli, Tecnomar SpA, & Columbus Yachts.

Alex played an important role in helping expand the company by establishing the Denison Yachting Charter Division, Mexico office, and Superyacht Division within the company with representation in Hong Kong, Monaco & the South of France. He pushed for growth in the 24m+ megayacht segment of the market, and created numerous corporate partnerships throughout luxury markets.

WHAT WE DO

Our mission is to market your boat through multiple marketing channels to reach not only yachting aficionados, but also the qualified people who have never considered owning a luxury yacht.

YOUR BOAT WILL BE PART OF AN ELITE GLOBAL MARKET WITH ACCESS TO THE MOST AGGRESSIVE MARKETING PROGRAM AVAILABLE.

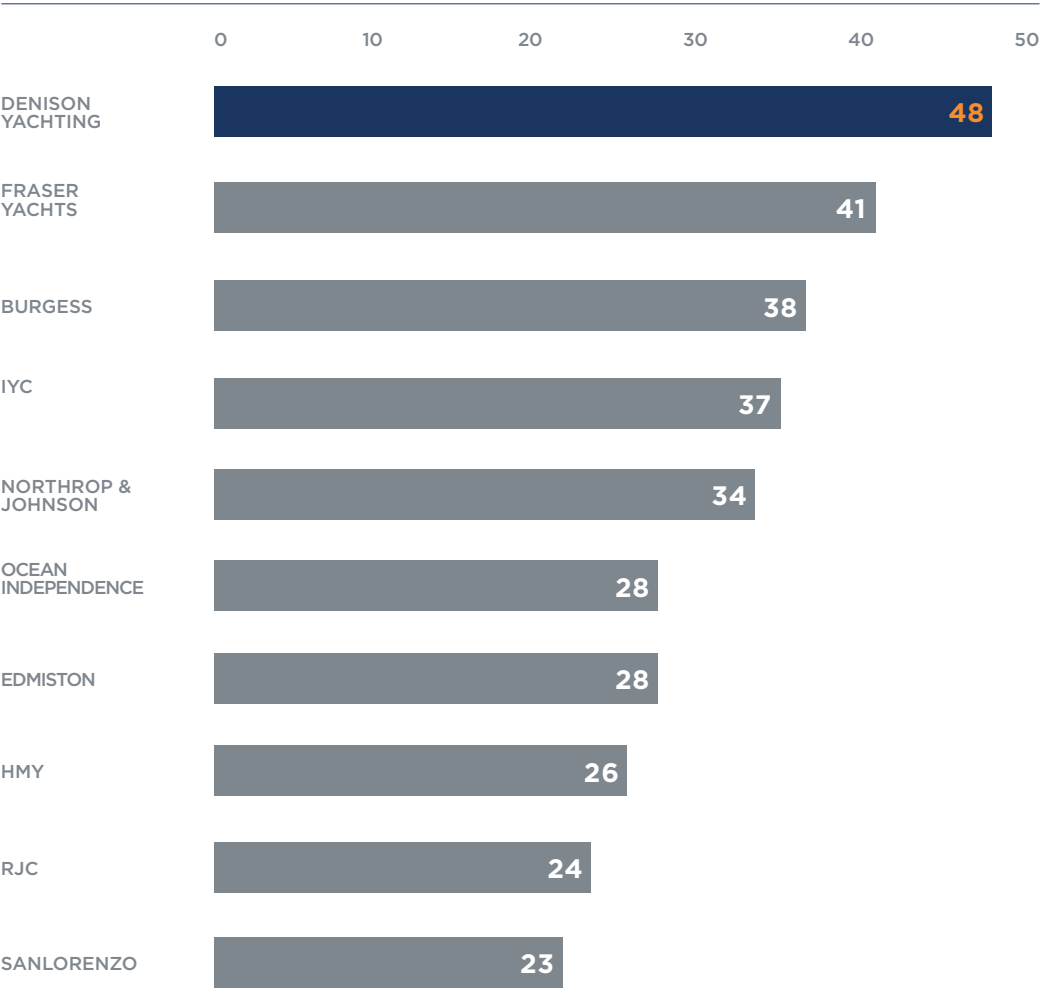
STRATEGIES WILL INCLUDE:

- Social Media Marketing
- Internet Marketing (SEO & PPC)
- Print Advertising
- Video Profiles
- Virtual Tour
- PR & Industry Media
- Email Marketing
- Direct Mail

Alex will oversee the sales process, and will be intimately involved in all aspects of negotiations and, ultimately, the closing process.

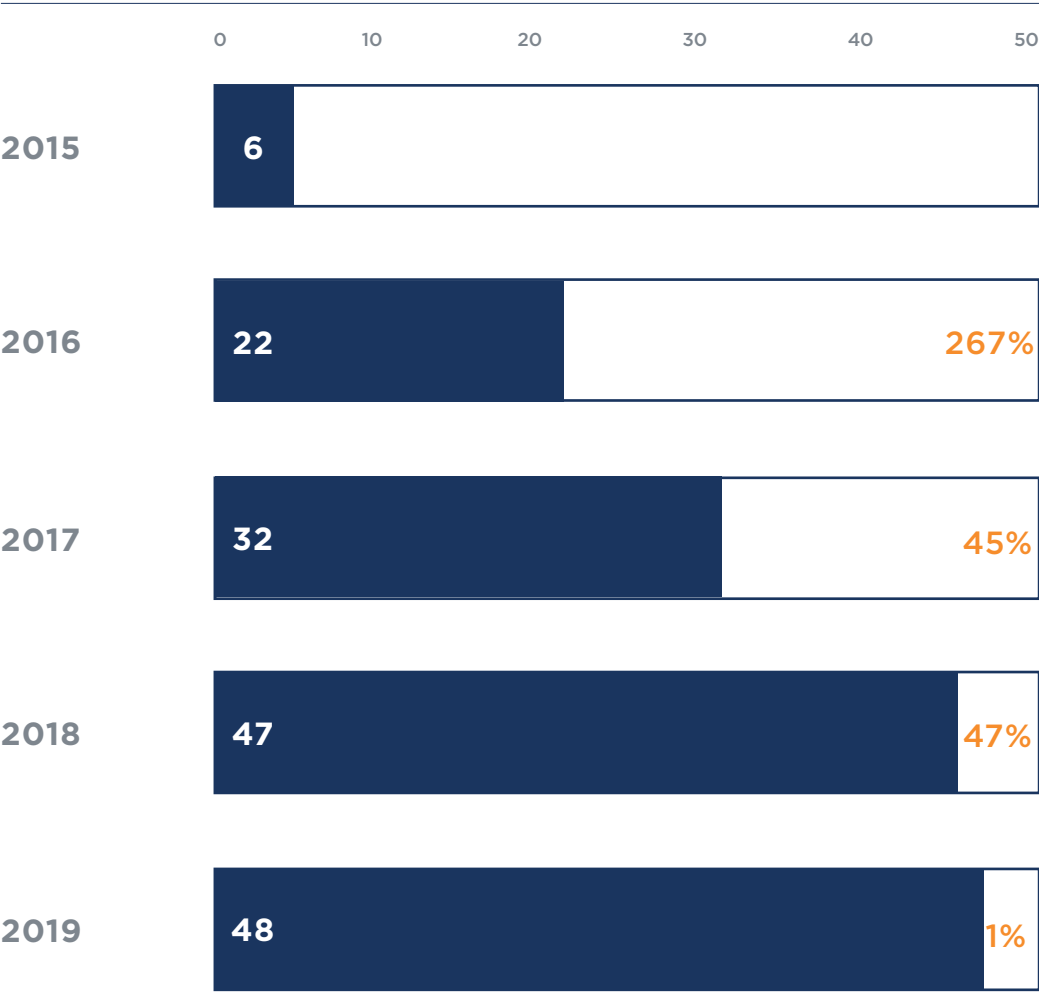
2019 GLOBAL BROKERAGE SALES

(24M+ | 79FT+)

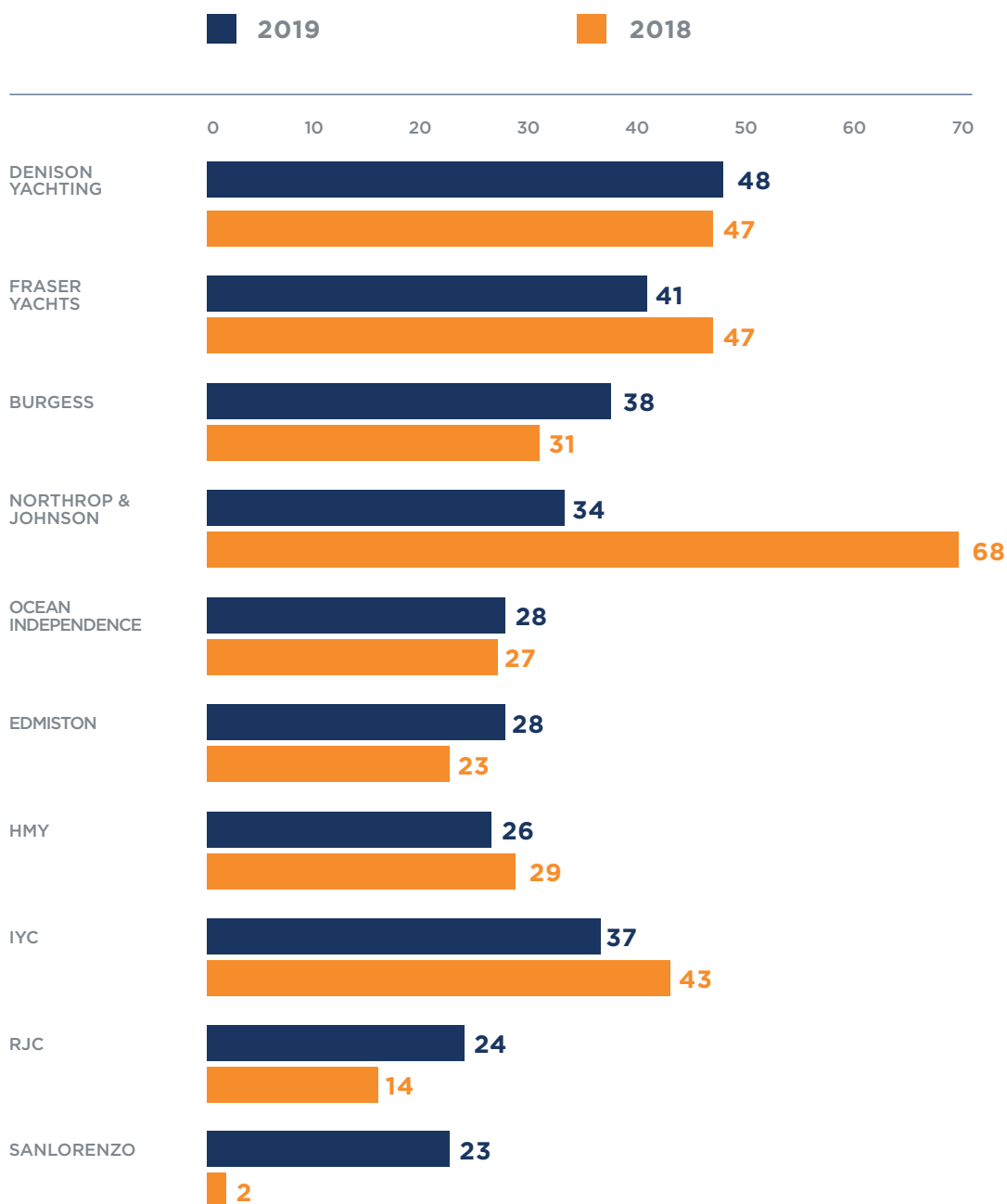


DENISON SALES HISTORY

(24M+)



2018/2019 GLOBAL BROKERAGE SALES



SOLD BOAT LIST

AS OF JANUARY 2020

| LENGTH | YARD | YEAR | YACHT NAME | CLOSING DATE |
|--------|-----------------------|---------|-----------------------|----------------|
| 164' | PROTEKSAN | 2011 | TURQUOISE | JULY 2016 |
| 142' | RICHMOND | 2008 | NATTITA II | JAN 2014 |
| 141' | CANTIERE DELLE MARCHE | 2021 | DEEP BLUE | APRIL 2019 |
| 138' | KINGSHIP | 2012 | STAR | APRIL 2017 |
| 135' | FITZROY | 2008 | INMOCEAN | DECEMBER 2014 |
| 118' | TECNOMAR | 2008 | ONE O ONE | AUGUST 2016 |
| 115' | BENETTI | 2001/12 | CAMARINA ROYALE | FEBRUARY 2015 |
| 112' | WESTPORT | 2001 | SEAFARER | JANUARY 2017 |
| 112' | WESTPORT | 1999 | BEST TIMES | AUGUST 2019 |
| 110' | KINGSHIP | 2010 | CHRISTINA G | JULY 2017 |
| 102' | DARWIN | 2016 | CANTIERE DELLE MARCHE | FEBRUARY 2015 |
| 102' | DARWIN | 2015 | CANTIERE DELLE MARCHE | DECEMBER 2013 |
| 101' | HARGRAVE | 2010 | CAMERON ALEXANDER | DECEMBER 2018 |
| 100' | SANLORENZO | 1998/11 | ARIA | JULY 2016 |
| 100' | MOONEN | 2009 | SELENE | JUNE 2017 |
| 100' | OCEAN ALEXANDER | 2017 | IRRESISTIBLE TOO | APRIL 2018 |
| 95' | OCEAN VOYAGER | 2013 | CHAGOS | JULY 2018 |
| 92' | FERRETTI | 2008 | ANNE MARIE | JULY 2016 |
| 90' | GUNBOAT | 2010 | SUNSHINE | APRIL 2018 |
| 86' | SUNSEEKER | 2012 | LILLY | MAY 2015 |
| 82' | HORIZON | 2005 | PRIME TIME | JUNE 2019 |
| 82' | OYSTER | 2005 | PANDEMONIUM | APRIL 2019 |
| 80' | MANGUSTA | 2005 | HAPPY | JANUARY 2020 |
| 79' | LEOPARD | 2000 | DOLCE VITA | APRIL 2019 |
| 76' | LAZZARA | 1997 | HOOR TIME | APRIL 2017 |
| 72' | MANGUSTA | 2005 | LOTFULL | MARCH 2017 |
| 72' | OCEAN ALEXANDER | 2016 | JOURNEY | AUGUST 2019 |
| 70' | VIKING EB | 2015 | MISS MONEYPENNY | SEPTEMBER 2016 |
| 66' | AZIMUT MAGELLANO | 2017 | NEW | SEPTEMBER 2016 |
| 66' | AZIMUT | 2017 | PURA VIDA | APRIL 2018 |
| 64' | VIKING CONVERTIBLE | 2007 | FULL DRAW | DECEMBER 2014 |
| 64' | VIKING | 2007 | CATCH'M | NOVEMBER 2018 |
| 47' | INTREPID | 2017 | RUNAWAY | MAY 2018 |
| 44' | ZEELANDER | 2014 | ALMOST HEAVEN | APRIL 2019 |

DEDICATED AND EFFECTIVE MARKETING STRATEGIES AT YOUR DISPOSAL

01

TARGET MARKET

We partner with Global Data to obtain wealth reports for identifying ultra-high net worth clientele. Based on this report, we're able to build an extensive email, direct mail and print marketing database, allowing us to strategically and aggressively target suitable buyers for our luxury yachts.

02

PHOTOGRAPHY & VIDEO

Professional photography and drone videos enable viewers to experience personally walking through your vessel, exploring the entire yacht and travel experience.

Denison Yachting's global-leading marketing professionals will walk you through step-by-step, introducing you to industry leaders in aerial photography, drone video and other cutting-edge marketing tools.

A proven track record of sales has resulted from clients viewing our yacht videos.

03

PRINT MARKETING

While internet and email marketing have become the greatest source for yacht clients, print advertising will continue to be an important factor. Thousands of yachtsmen still browse yachting magazines in search of the perfect yacht.

Denison will feature your yacht in several yachting publications, including: *Yachts International*, *Boat International US Edition*, *Superyacht World*, and *Yachting Magazine*.

04

CUSTOM LANDING PAGE

Denison's custom landing pages have become popular and easy to find with all the major search engines. Each listing includes important details, such as: full specs, video, photography, equipment lists and easy-to-find broker contact information.

05

DIGITAL MARKETING

Denison utilizes its email list of more than 155,000 yachting enthusiasts, including a large ultra-high net worth audience, promoting yacht sales through regular newsletters and broadcasts using a strategic marketing plan.

The secret to getting clients to open a newsletter is by providing them with content worth reading. In 2017, Denison successfully delivered nearly seven million emails, yachting e-newsletters and industry broadcasts.

Denison's strong presence on various social media channels is another valuable tool in our marketing arsenal. We continue to increase the amount of interaction with our account followers, leading to more long-term relationships with clients and potential clients alike.



YACHTS

Yachting

BOAT
International

SOCIAL MEDIA



Facebook
53,632
Likes



Instagram
157,954
Followers



YouTube
71,700
Subscribers



Twitter
13,100
Followers



User Database
337,466
Yachting Enthusiasts



INDUSTRY-LEADING WEBSITE

Denison is committed to getting its clients' yachts attention online with a full-time marketing team, including a programmer, content writer and graphic designers.

Denison is currently in the process of building a newly designed and highly efficient website, set to launch later this year. The company continues to create aggressive Google Adword campaigns, and executes a consistent search engine optimization (SEO) plan.

Due to our strong online marketing, ELYSIAN was the 13th most searched charter yacht in the world out of 1,200 yachts on the charter market in 2018. We also received more than 200 charter inquiries since mid January to date.

2019 WEBSITE STATISTICS

345,000

Sessions

225,000

Sessions

1,441,770

Sessions

MLS MARKETING



Another way Denison captures attention online is through aggressive marketing tactics on a wide variety of MLS services and websites. Implementing a smart web strategy requires experience and a proven game plan. Simply placing a listing on a few major websites and waiting for the phone to ring is not a sufficient way to market your yacht.

Denison's MLS strategy includes subscriptions on more than 45 MLS sites, including the majors:

Denison gets even more exposure through:

- **Superyachts.com**
- **Boat International**
- **Yatco**
- **Yacht World**

E-NEWSLETTER STATISTICS 2019



EMAILS SENT

6,927,985



EMAIL CAMPAIGNS

6,653



ACTIVE EMAIL LIST

127,000

Denison has built a global email database of 155,000 yachtsmen and industry leaders. Denison promotes central listings through monthly newsletters and broadcasts updating industry contacts on price reductions, significant upgrades and location changes.

Good photography and short, to-the-point updates generate the best results when engaging potential buyers. Since 2005, Denison has delivered more than 20 million emails with open and click-through rates that exceed industry averages.

STRATEGICALLY LOCATED

WHEREVER YOU GO, WE HAVE YOU COVERED,
WITH 20 WATERFRONT LOCATIONS.





AN AMERICAN YACHTING FAMILY SINCE 1948

MIAMI
DANIA BEACH
FORT LAUDERDALE
WEST PALM BEACH
STUART

DAYTONA BEACH
BRADENTON
NAPLES
TARPON SPRINGS
CHARLESTON

ANNAPOLIS
JERSEY CITY
MONTAUK
SOUTHPORT
NEWPORT

SAN DIEGO
NEWPORT BEACH
MARINA DEL REY
SAN FRANCISCO
SEATTLE

www.DenisonYachting.com