

Boats Group, Parent Company to World's Most Popular Boating Marketplaces,
Hires Brian Wolf as Chief Operations Officer

Wolf previously served as Head of Business for Ford Motor Company's Autonomous
Vehicle Division

THURSDAY, DECEMBER 13, 2018 (Miami, FL):

Boats Group, the leading global classifieds marketplace and marketing software solutions provider to marine brokers and dealers, today announced the appointment of Brian Wolf as the company's COO.

A respected leader, disruptor and passionate about taking on the most challenging opportunities, Wolf brings a combination of extensive business development, data analysis, finance, operations and global go-to-market expertise.

Prior to joining Boats Group, Wolf was based in Detroit, MI, and oversaw Ford Motor Company's autonomous vehicle (AV) go-to-market strategy and approach. This included making investments in key technologies to accelerate Ford's development of AVs, launching AVs in Ford's test markets (Miami and Washington D.C.) and securing partnerships with Walmart, Lyft, Postmates and Domino's to understand how autonomous vehicles will affect the future of delivery networks and services. Prior to his time at Ford, Wolf held various business and finance positions at Expedia Group.

Wolf will oversee operations of Boats Group's three portals in North America- Boat Trader, YachtWorld and boats.com-as well as implement his vision to deliver sustainable gains in business performance and operational efficiencies.

"Brian's appointment marks an important step for Boats Group as we further expand our capabilities to deliver industry-leading value to our partners," said Sam Fulton, Boats Group CEO. "Brian is a strong operator and will be pivotal to accelerating our go-to market strategy."

"Boats Group has gone through a radical transformation over the past two years from moving its headquarters to the burgeoning technology community in Miami to expanding its product offerings," said Brian Wolf, Boats Group COO. "There's an opportunity to improve our business and services through relentless focus, stronger operations and a commitment to efficient execution. Boats Group has a wealth of data, which will help paint a clear picture for how we optimize results for our industry partners and provide an ever-improving experience to our consumers."

Operating the world's largest and most popular recreational marine digital marketplaces – Boat Trader, YachtWorld, boats.com and CosasDeBarcos– Boats Group attracts over 65 million unique visitors annually to more than 300,000 unique boat and yacht listings. Boats Group's

digital solutions serve over 5,000 dealers and brokers in more than 143 countries, enabling them to effectively reach in-market consumers, increase dealer and broker inventory turnover, and improve their overall profitability.

To find out more information about Boats Group, please visit: www.boatsgroup.com.

To learn more about job opportunities with Boats Group, please email: hr@boats.com.

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About Boats Group:

Boats Group is the leading global classifieds marketplace and marketing software solutions provider to marine brokers and dealers with an extensive brand portfolio including industry-leading marketing solutions:

Boat Trader, America's largest boating marketplace with 130,000 boats for sale, helps boat dealers, brokers and private party sellers move more boats than any other resource in the United States.

YachtWorld, the world's largest network for brokers and buyers of luxury yachts across 140 countries, boasts the leading broker MLS with over 60,000 boats available for co-brokerage worldwide.

boats.com, the world's largest online publisher of marine content with 30,000 expert articles, boat reviews and videos, offers the largest global search engine with more than 250,000 boats for sale in 146 countries.

CosasDeBarcos, the leading portal in Spain for the buying and selling of boats, renting of boats, mooring and accessories.

YachtCloser, the yacht brokerage industry's leading web-based contract management solution.

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