



PRESS INFORMATION

January 2019

**SUNSEEKER INTERNATIONAL APPOINTS
ANDREA FRABETTI AS NEW CHIEF TECHNICAL OFFICER**

Sunseeker International has today announced that industry renowned Andrea Frabetti, will join the business on 28th January as its new Chief Technical Officer following the retirement of John Braithwaite in June 2018.

Andrea joins Sunseeker with a wealth of experience, having worked at Italian shipbuilder Ferretti Group for over 25 years across all of the company's key brands, overseeing the development of motor yachts from concept to production-ready. As VP of Product Development, he led a team of 200 people across the design, engineering and research & development functions for the numerous model lines. His most recent role was CEO for Diesel Center SPA, a supplier of propulsion engines and technological systems in the marine sector.

Commenting on the appointment, Christian Marti, CEO at Sunseeker International, said: "We are absolutely delighted to welcome Andrea to Sunseeker. He has an impressive track-record and many proven successes in product strategy and product development that will benefit our brand. Andrea joins us at an exciting time as we step up our product development plans and I am certain he will be a great asset to our team."

Commenting on his appointment, Andrea said: "I am immensely proud to be joining Sunseeker, it's a fantastic brand with class-leading products and I am excited about leading its renowned product development team as the company moves to launch entirely new models, as well as utilising my experience to help develop its award-winning product portfolio."

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FOR PRESS ENQUIRIES, PLEASE CONTACT:

Lisa Norman or Christie Collins
McKenna Townsend
Tel: +44 (0)1425 472330
Email: sunseeker@mckennatownsend.com

Bryan Jones
Marketing Manager
Sunseeker International
Tel: +44 (0)1202 381111
Email: bryan.jones@sunseeker.com
Web: www.sunseeker.com

About Sunseeker International Limited:

Sunseeker is the world's leading brand for luxury performance motor yachts. Originally named Poole Power Boats, the company was founded by brothers Robert and John Braithwaite in 1969. The company changed its name to Sunseeker International in 1985 and has since become a global icon, with every Sunseeker the result of an uncompromising and unmatched approach to design, craftsmanship and performance.

In August 2013 a majority stake in the business was acquired by Wanda Group, the Beijing headquartered conglomerate with strong footprints across China, Europe and the US. Wanda Group is a committed long-term shareholder providing strong financial and strategic backing for Sunseeker's continued growth and success.

From its manufacturing base in Dorset on the south coast of England, Sunseeker employs c.2,600 people and produces around 150 boats every year ranging from 50-161 feet.

Demand for the company's larger models continues to grow year-on-year with more than 125 yachts over 100 feet in length already delivered. This increase in demand for larger models has been the driving force behind Sunseeker's truly momentous plans to expand its manufacturing into the world of metal-built yachts. This exciting new development will see Sunseeker partner with renowned Dutch builders, ICON Yachts, to produce a new 49-metre superyacht, the first of which will launch in 2021. Working closely with ICON, the new partnership will allow Sunseeker to capitalise on its success in the superyacht market, by expanding its existing range.

When customers want something even more distinctive, buyers can benefit from the company's 'Bespoke' customisation service which allows individual customers to personalise their yacht. Working very closely with highly professional dealer representation in over 74 countries, service and product support is a key priority in maintaining customer satisfaction.

As a prominent business within the county and one of Dorset's largest employers, Sunseeker continues its work with charities including Macmillan Cancer Support, a charity that resonates with its employees who have already raised over £77,000 during just two years. In addition, it continues its support of their annual Dorset Bike Ride which has raised over £1million since Sunseeker's involvement began.

Most recently Sunseeker announced a long-term partnership with the Blue Marine Foundation a charity dedicated to creating marine reserves around the world and improving biodiversity. With the future of healthy seas and oceans at risk, Sunseeker has launched its first campaign titled 'Project Menorca' which will focus on the island's marine environment. Working closely with BLUE, the new partnership will establish a recognised model of conservation, supported by local partners on the island including the Menorca Preservation Fund.

The Sunseeker range constantly sets new standards and benchmarks. From the dynamic Sport Yacht models, through its luxurious Manhattan range, iconic Predator models and its majestic Yachts range, each Sunseeker is the result of an uncompromising approach to innovative design and engineering excellence. Never settling for second best, it is this spirit of excellence that has driven Sunseeker to its pre-eminent position in the leisure marine industry today.

The current 12 boat range consists of:

Yacht	161, 131, 116, 95, 86, 76
Sport Yacht	74
Predator	74, 57, 50
Manhattan	66, 52

