

PRESS RELEASE

Principality of Liechtenstein, January 2010

Enjoy maritime luxury in a sensible fashion!

SmartYacht fractional ownership: A maximum of yachting pleasure – with minimal costs

With its appearance at the Boot 2010 (Boat Trade Fair) in Düsseldorf / Germany, the SmartYacht AG shall present its concept of fractional yacht ownership for the first time during an international yacht exhibition. At essence of the concept is an innovative model which allows you enjoy the comfort of yacht co-ownership while profiting from an optimal cost-benefit-analysis.

Of course ownership of one's own yacht is connected with a high purchase price and maintenance costs, and this for only a relatively small amount of usage. The chartering of a yacht brings with it on the other hand the agreeing to expensive offers. SmartYacht presents the intelligent alternative – the magic recipe is "fractional ownership": Invest together, to profit individually - this ownership model has proved successful and has experienced a sharp upturn in the last years, most especially in the luxury car and aviation sector. Together with other co-owners one can bring together capital for the purchase and maintenance of the joint-owned property and so maximise time and flexibility, while keeping layout and costs to a minimum. Following the launch of the company in early 2009, SmartYacht is already able to give a positive summary, and it proudly announces that three of its yachts in Southern France already have a full capacity of co-owners.

Solutions for individual requirements

SmartYacht offers 1/9, 1/6 and 1/3 shares in yachts of various types and sizes starting at about 50ft, with or without crew. Placed in prestigious locations across the entire Mediterranean area co-owners can use their yachts - in contrast to traditional timeshare models – as much as they desire. Thereby, the management organizes a fair allocation of usage and thus guarantees every co-owner the right of usage of at least 6 and up to 18 weeks per year (depending on the share). Short-term as well as long-term reservations can conveniently be made by virtue of a most reliable online system. According to the desired intensity of usage, co-owners can charter out their yacht on a temporary basis, allowing the annual proportion of costs to be considerably reduced. The SmartYacht concept integrated multi-yacht multi-location program offers co-owners additionally flexible access to other yachts in other locations and thus provides valuable savings in terms of fuel efficiency and maintenance outlay as well as air- and water pollution.

Lifestyle inclusive

Alongside all the aspects of professional yacht management SmartYacht offers its customers a service- and lifestyle package with exclusive services that make every yachting sojourn into a luxurious experience: The desired drinks can be ordered in advance, personalised items can be provided on board and a luxury limousine is provided during the sojourn for free usage. The crew can direct you to picturesque bays and anchor according to your wishes off empty beaches, while in the background a professional service team works discreetly to fulfil individual wishes.

Cost awareness and security

An innovative finance construct focuses on an optimal cost-usage ratio and ensures the security of the customer. The co-owner acquires a vested share in the desired yacht including the described rights of usage. The proportionate annual costs ensure the year-round yacht management and various additional services and are listed transparently. The proprietary company and management company are strictly separated for the optimal security of the co-owners. Every co-owner has the right to freely trade with respect to his or her yacht share in the market and / or to sell it. The management shall provide for the safe and uncomplicated process and can even seek and recommend potential buyers, if desired.

NOTES / INFORMATION

- SmartYacht is at present agreeing contracts with new co-owners. Further information regarding the offers can be found at www.smartyacht.net in the area of “Current offers”
- The press release and the graphic material is available on the homepage at www.smartyacht.net in the area MEDIA.



Current offers Harwal19 and Harwal90: Two yachts for luxury yachting at a sensational price!



With SmartYacht to the port of Monaco



SmartYacht offer: Ferretti 631 (© Ferretti Yachts)

BRIEF PROFILE

SmartYacht - Unique Dimensions Of Ownership

SmartYacht AG with its seat in Principality of Liechtenstein means **secure fractional ownership of a motoryacht in the Mediterranean area**. The company offers its customers all the advantages of owning one's own yacht, with none of the downsides of ownership and for a fraction of the usual costs. Founded in 2009, SmartYacht is the product of years of experience as yacht owners as well as of the best law experts, yacht management experts and business experts in the European realm. Whether newcomers or experienced yacht owners - the SmartYacht program with its motor yachts in various categories, provides solutions for individual requirements.

By purchasing a share the co-owner receives rights to usage of a specific yacht of at least 6 weeks per year and also access to other yachts at other locations. SmartYacht oversees all aspects of professional yacht management and offers additionally exclusive service- and lifestyle benefits: From the luxury limousine during the sojourn, shopping service in advance of arrival or cleaning and safekeeping of personal clothing or sporting articles after each yacht sojourn, everything is included. Moreover, SmartYacht takes care temporarily chartering out the yacht in order to significantly reduce annual costs for co-owners.

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