



Sanlorenzo at Venice Climate Week: Vision, Innovation, and Responsibility in the Heart of Venice

As the Main Partner of the Venice Climate Week inaugural edition, the Italian maison opens Casa Sanlorenzo as a venue for talks and conversations on sustainable transition, presenting technological solutions for zero-emission yachting.

Press Release, May 7, 2025 – On the occasion of the first edition of **Venice Climate Week** (June 3 - 8, 2025), **Sanlorenzo** reaffirms its commitment to a more sustainable future by participating as the *Main Partner* in a project that places Venice at the heart of international dialogue on climate change, innovation, and regenerative economic models.

The new Italian event to celebrate **World Environment Day and World Oceans Day**, conceived and directed by Riccardo Luna in collaboration with the Future Food Institute, is an international week dedicated to climate change, sustainability, and new models of regenerative economy, aimed at restarting dialogue and exchange among institutions, citizens, businesses, activists, scientists, and artists.

Sanlorenzo's participation stems from a clear vision: **to make yachting increasingly environmentally friendly through concrete actions and cutting-edge technologies**. Among these is the innovative project for the development of the first green methanol bi-fuel propulsion system, which by 2027 will lead to the launch of the **50X-Space**, superyacht capable of reducing navigation emissions by up to 70%. This project is part of Sanlorenzo's "Road to 2030" strategy, during which the shipyard has already taken significant steps towards sustainability with the launch of two revolutionary models: **50Steel**, the world's first superyacht equipped with a Fuel Cell system fueled by hydrogen reformed directly on board from green methanol to generate electricity, used to power the *hotellerie* services, showcased on the opening day of the event, and Bluegame's **BGH-HSV** (Hydrogen Support Vessel), the first *chase* boat powered exclusively by hydrogen, achieving zero emissions.

On June 3, during Venice Climate Week, the Italian maison will inaugurate **Casa Sanlorenzo**, a new cultural hub designed by Piero Lissoni and conceived by Sanlorenzo in the heart of the lagoon city. Not only a symbol of the brand's philosophy of art, design, and innovation, Casa Sanlorenzo will also serve as **one of the official venues of the event**, hosting the '**Sanlorenzo Talks**', a series of meetings and conversations focused on ecological transition and sustainable innovation, featuring prominent stakeholders from the scientific, cultural, and industrial fields.

The event will host around 100 national and international speakers, including **Massimo Perotti, Executive Chairman Sanlorenzo**, on June 4, who commented: "*Being a partner in the first edition of Venice Climate Week is an important step for us, consistent with the industrial vision we are pursuing: an innovation that puts sustainability at the center. With the 50Steel and the BGH-HSV projects, launched in 2024, and 50X-Space planned for 2027 with bi-fuel propulsion, we have taken and continue to take decisive steps towards the goal of a zero-emission yacht. We want to share this journey with those who, like us, believe that the future of yachting should be more conscious, technological and environmentally respectful*".

Sanlorenzo's involvement in Venice Climate Week complements its participation in the **Venice Boat Show, from May 30 to June 2**, where the **50Steel** will be showcased, underscoring its tangible move towards more conscious yachting.

For Sanlorenzo, sustainability is not just a statement of intent but a concrete industrial strategy, integrated at every level of production, from design to technological innovation, to the selection of collaborations and supported events. Venice Climate Week is thus the natural setting for sharing this vision and contributing to the global debate on the planet's future.

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Sanlorenzo

For over 60 years, Sanlorenzo has been a **worldwide-recognized Made in Italy icon**, producing **custom-built, top-of-the-line** motoryachts that blend **quality, design and craftsmanship with the most advanced and sustainable engineering and technological solutions**.

The shipyard, the world's first mono-brand in the production of yachts and superyachts over 24m, was founded in 1958 in Limite sull'Arno, near Florence, by two shipwrights, Gianfranco Cecchi and Giuliano Pecchia. In 1972 it was taken over by Giovanni Jannetti, and the headquarters moved to Viareggio, before being relocated to Ameglia (SP) in 1999. In 2005, **Massimo Perotti** - with twenty years of experience in the sector - picked up the baton by purchasing the Company. Under his leadership, Sanlorenzo registered an extraordinary growth: net revenue from new yachts increased from €42 million in 2004 to €930 million in 2024. In 2019 the Company was listed on the Euronext STAR Milan segment of the Italian Stock Exchange.

Today, the production of the Yacht (in composite from 24 to 40m) and Superyacht (metal from 44 to 73m) Business Units of Sanlorenzo is distributed across 6 shipyards: La Spezia, Ameglia, Viareggio, Massa and Arbatax (Sardinia) and Pisa. In addition, the production of the Group is also articulated into the Bluegame Business Unit (in composite between 13 and 23m); and the Nautor Swan Business Unit (sailing yachts in carbon fibre and composite, and motor yachts in composite, between 13 and 39m, as well as the divisions ClubSwan Racing, dedicated to the organization of the sports activities, and Nautor Swan Global Service dedicated to refit).

The strong drive for innovation that has characterised the Company's vision has enabled the Group to introduce numerous solutions over the years that have profoundly changed the yachting world, such as the **terraces within the hull**, the **asymmetrical layout** or the **open space concept on board**. Fundamental throughout this journey was the close collaboration with the world of design and architecture, developed entrusting the realisation of the interiors of its yachts to authoritative signatures such as Rodolfo Dordoni, Citterio Viel, Piero Lissoni (since 2018 Art Director of the Company), Patricia Urquiola and Studio Christian Liaigre.

If design, innovation and art were the drivers of the 2010-2020 decade in Sanlorenzo's vision, for the decade up to 2030 the focus lies on sustainability and technological revolution, attention to the supply chain and services dedicated to its clientele.

The Company has set out a clear path toward carbon neutrality, the **"Road to 2030,"** which is embodied in exclusive strategic agreements with the world's largest players in the fields of mobility and sustainable energy, such as Siemens Energy, Rolls-Royce Solution GmbH - Global Marine (MTU) and MAN Truck & Bus SE, for the development of the most innovative and environmentally friendly solutions for Sanlorenzo and subsidiary Bluegame's yachts, such as green methanol and hydrogen, which will revolutionize the boating world in the coming years.

Two important milestones have been achieved in 2024, in terms of both technological and sustainable innovation of Sanlorenzo. The launch and delivery of the **Superyacht 50Steel**, with the first installation of the Fuel Cell system powered by hydrogen reformed directly on board from green methanol, for power generation feeding hotellerie services - resulting from the exclusive agreement with Siemens Energy and certified by Lloyd's Register -, and the delivery of the two **Bluegame BGH** tenders, with foils and powered exclusively by hydrogen and zero emissions, which competed in the America's Cup in October as "chase boat" for both the New York Club American Magic team and the French Orient Express team.

Furthermore, 2024 marks a year of important acquisitions for Sanlorenzo. That of the **Nautor Swan Group**, worldwide iconic brand engaged in the design, construction, sale and refit of top-end sailing yachts with Swan, Maxi Swan, and ClubSwan range, as well as motor yachts under Swan Shadow, Swan OverShadow and Swan Arrow models; and the acquisition of **Simpson Marine**, leading player in distribution in the South East Asian market with 12 sales offices and 10 service points, with a representation from Hong Kong, and offices in China, Taiwan, Singapore, Thailand, Malaysia, Indonesia, and in Ho Chi Minh and Sydney. In 2024 **Sanlorenzo MED** was also established, a direct sales and service centre based in the major Mediterranean hubs of Monaco, Palma de Mallorca and Cannes.

Consistent with its identifying values, which led it to become a founding member of the Venice World Capital of Sustainability Foundation, Sanlorenzo also expresses its commitment to sustainability and the promotion of marine culture through two prestigious projects. The **Fondazione Sanlorenzo**, established by the Perotti family, which, born in 2021, implements actions aimed at supporting Italy's minor islands and improving the economic and social conditions of their communities, starting with their youngest members. **Sanlorenzo Arts** is a dynamic platform created to enhance and support

the fusion between art and luxury yachting, fostering the exploration of new creative languages and encouraging the production of high-level culture and design. This commitment will culminate with the inauguration of **Casa Sanlorenzo** in June 2025, a hybrid space dedicated to culture and the arts, embodying the values of sustainability, innovation, and design, set to become a landmark in the cultural scene of the lagoon city.