



PRESS RELEASE

**APREAMARE AND COSE BELLE D'ITALIA:
A NEW BEGINNING**



**THE HISTORICAL BRANDS APREAMARE AND MAESTRO JOIN COSE BELLE D'ITALIA
CREATING THE FIRST ALL-ITALIAN BOATING HUB**

Operating for over 160 years, Apreamare now embarks on a new business venture with Cose Belle d'Italia Group, which, through the wholly owned vehicle Imbarcazioni d'Italia, signed a multi-year contract for the use of the Apreamare and Maestro trademarks.

Cose Belle d'Italia is a Group that engages in the acquisition and preservation of Italian businesses and enterprises that represent the excellence and history of Made in Italy. Through this transaction, the Group expands, strengthens and consolidates its position in the marine industry by creating the first entirely Italian-owned boating hub: on the one hand Imbarcazioni d'Italia with the brand names Apreamare and Maestro, representing the tradition of the typical Gozzo Sorrentino boat worldwide and the constant design innovations of motor boats; on the other, Vismara Marine with the brand Vismara, a symbol of excellence in the design and construction of tailor-made boats. Vismara Marine has been part of the Group since July 2014.

In line with the Cose Belle d'Italia philosophy, entrepreneur Cataldo Aprea has taken on the role of CEO of Imbarcazioni d'Italia, a company that aims to continue the history, tradition, craftsmanship and professionalism in the design and production of boats.

In the words of **Cataldo Aprea**, Founder of Apreamare and current CEO of Imbarcazioni d'Italia: *"I am very pleased with the transaction concluded with Cose Belle d'Italia, because it provides new resources which are absolutely essential at this particular time. Driven by our passion, tenacity and perseverance, we are ready to win new markets and new customers and to strengthen our positioning in the existing ones."*

President and Founder of Cose Belle d'Italia **Stefano Vegni** said: *"For more than one and a half centuries, Apreamare has represented excellence in the design and manufacture of Gozzo fishing boats. The addition of this brand further enriches and enhances Italianness and tradition, consolidating the Cose Belle d'Italia Group and its affiliated companies."*



The transaction was overseen by lawyers Sergio Anania, Viorica Efros, Federica Caretta and Mirko Lacchini of the Withers international law firm, who supported the in-house legal team of Cose Belle d'Italia, led by attorney Maria Giulia Vitullo.

A SORRENTO TRADITION: FROM 1849 TO THE PRESENT

The history of Apremare shipyards goes back to 1849, when Giovanni Aprea started its shipwright activity and producing in Sorrento his first handcrafted row and sail Gozzo fishing boats according to the design of the typical Gozzo Sorrentino. Following in his footsteps, his son Cataldo and later his grandson Giovanni also dedicated their life to the boating business. In the years after World War II, Giovanni had an insight that led to the first technological innovation: equipping Gozzo boats with automotive engines. The Aprea family's yard started to manufacture the first recreational boats.

The great passion for boats becomes a family tradition throughout generations and Cataldo, Giovanni's first son and current CEO of Imbarcazioni d'Italia, becomes shipwright.

In 1988, Cataldo Aprea partnered with builder Salvatore Pollio to found Apremare S.r.l. enriching the company's historical craftsmanship with innovation in materials, shapes and design, attracting significant interest in Italy and abroad.

In 2001, Apremare was acquired by the Ferretti Group. Over the following nine years, their management focused on internationalization and strove to strengthen the brand's positioning.

In 2010 the founding families, tied to the company's Neapolitan history and tradition, regained control with the aim of enhancing the products' original and distinctive characteristics.

Today, as part of the Cose Belle d'Italia project, Cataldo Aprea supported by Rita Pollio, daughter of his historic partner, by his son Giovanni, responsible for the sales department, and by a close network of associates, aims to boost growth in Italy and abroad through significant investments.

THE NEW VERSION OF MAESTRO 82''

Imbarcazioni d'Italia will offer a semi-displacement version of Maestro 82'' to meet the needs of a growing customer base for whom high speed is not a priority, but who seek the comforts and the sunlit spaces that characterize the Maestro line. The semi-displacement version of Maestro 82'', equipped with two 900 hp engines, will reach a maximum speed of 16 knots and a cruising speed of 14 knots, providing considerable fuel consumption reductions. Yacht designer Zuccon International Project transformed the stern sundeck into an expansive sofa; a table completes the lounge area.



MONACO BOAT SERVICE

Riva

COSE BELLE D'ITALIA

Cose Belle d'Italia is a group of Italian companies representing Made in Italy excellence.

Cose Belle d'Italia acquires, preserves and improves them within an integrated system inspired by the timeless values of Italian beauty, culture and "good life". The Group operates across all sectors, creating value and promoting the dissemination of this culture of excellence among the subsidiaries. To date, Cose Belle d'Italia includes the following companies: Alberto Del Biondi, Vismara Marine, FMR, UTET Grandi Opere, Arte del Libro, Laverda Collezioni, Nerocarbonio, Industria Del Design and Imbarcazioni d'Italia, with the brands Apremare and Maestro.

Cose Belle d'Italia has also created an Entertainment Hub, encompassing magazines and websites dedicated to the Italian "good life" including, to date, "Amadeus", "Il Mondo del Golf", "Sci-Il Mondo della Neve" and "La Madia Travelfood".

A subsidiary of Europa Investimenti, Cose Belle d'Italia was founded in 2013 following the definition of its "Manifesto", which sets the key points that inspired the Group's vision and mission.

www.cosebelleditalia.com

Monaco Boat Service and the Principality of Monaco since 1959 have formed a unique and winning couple. Exclusive Riva dealer for France and Monaco, with its landing stages, dock and tunnel which has the capacity to amaze today Monaco Boat Service is cradle of boats of superior quality and personalised global services dedicated to the most demanding owners. Choosing Monaco Boat Service also means having access to society, artistic and cultural events of an international "allure", which Lia Riva always promotes and associates with to always excel and satisfy the clientele at an international level.

MONACO BOAT SERVICE AND RIVA FAMILY HISTORY AND TRADITION

Riva, synonymous of master class and innovation: there is much more to Riva than just a name. Riva is the tradition of a family that made the history of the nautical industry and which the new Riva generation strives to reinterpret with an eye to the past while looking to the future and beyond. Riva boats are chosen by kings and queens, princesses and sultans, actors and sportsmen, celebrities, the international jet set and business tycoons. Famous Riva owners have included Brigitte Bardot, Richard Burton, Sophia Loren, Prince Rainier, Aristotle Onassis, Peter Sellers and many others of equal stature. Attention to details, search for materials and solutions – often innovative and foresighted – which subsequently became part of the nautical industry remain the key to success. All this means excellence, the same trait also distinguishing members of this Riva generation headed by Lia Riva, Carlo's daughter, currently at the helm of Monaco Boat Service.

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