

<p>Informazione Regolamentata n. 2211-49-2026</p>	<p>Data/Ora Inizio Diffusione 1 Aprile 2026 17:53:38</p>	<p>Euronext Star Milan</p>
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Societa' : SANLORENZO

Utenza - referente : SANLORENTON06 - -

Tipologia : REGEM

Data/Ora Ricezione : 1 Aprile 2026 17:53:38

Data/Ora Inizio Diffusione : 1 Aprile 2026 17:53:38

Oggetto : Gianguido Girotti set to become CEO of Nautor Swan and Bluegame

Testo del comunicato

Vedi allegato

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Gianguido Girotti joins the Sanlorenzo Group to lead Nautor Swan and Bluegame into their next phase of strategic growth

- Gianguido Girotti set to become Chief Executive Officer of Nautor Swan and Bluegame Business Units, marking a new phase of growth for the two brands.
- Girotti brings extensive experience across both sailing and motor yachting sectors.
- Giovanni Pomati will continue to support the Nautor Swan brand, with a focus on the ClubSwan ecosystem.
- Carla Demaria will step back from executive responsibilities after four decades in the yachting industry, assuming the role of Advisor to the Chairman of Sanlorenzo.

La Spezia, 1 April 2026 – Sanlorenzo S.p.A. (“**Sanlorenzo**”) announces that Gianguido Girotti is set to become Chief Executive Officer of Nautor Swan and Bluegame to lead the two brands into their next phase of development, as part of a planned and orderly leadership transition commencing in June 2026. This step aims to consolidate the strong foundations of both brands while further strengthening their distinct identities within the Sanlorenzo portfolio.

Nautor Swan and Bluegame will continue to operate with autonomy as individual and complementary expressions of Sanlorenzo’s design-led, client-centred yachting philosophy – each with a clear role in addressing evolving owner lifestyles across the sailing and motor yachting segments.

Currently serving as Deputy CEO of Group Beneteau, Gianguido Girotti brings extensive international experience across both the sailing and motor yachting sectors, with a track record spanning product development, brand positioning, and global commercial expansion. During an 11-year career at Beneteau, he has led the creation of new product segments and strengthened market presence across key international regions, combining a deep understanding of performance sailing with a progressive approach to innovation in motor yachting.

This dual perspective and multi-brand leadership experience uniquely positions him to spearhead the continued evolution of Nautor Swan and its unrivalled connection with the sailing community, while accelerating Bluegame’s role as a driver of innovation within the Sanlorenzo Group. Supported by a dedicated leadership team at both brands, Girotti will report to Executive Chairman, Massimo Perotti, and oversee the portfolio brand operations and high-end service offering.

Tommaso Vincenzi will continue to lead Sanlorenzo’s Yacht and Superyacht Business Units.

Massimo Perotti, Executive Chairman of Sanlorenzo, said: “We are entering a new phase of growth for both Nautor Swan and Bluegame – two brands with strong identities and significant potential. Gianguido brings the experience, vision, and complementary leadership required to guide them through this next chapter, while preserving the authenticity and spirit that defines each of them.

“I am deeply grateful to Carla Demaria for the outstanding growth she has propelled at Bluegame, thanks to her impactful leadership, passion, and clear vision. I am particularly pleased that she will remain in the company as Advisor to the Chairman and member of the Sanlorenzo Board, in alignment with her request for reduced engagement, allowing us to continue benefiting from her experience and thoughtful insight. Her contribution to the yachting industry over four decades has been both meaningful and enduring.

“I also thank Giovanni Pomati for his important contribution to the successful integration of Nautor Swan into the Sanlorenzo family. From the outset of the acquisition, he strongly supported a strategy grounded in continuity, ensuring the preservation of the brand’s identity within a broader industrial yachting group. This integration

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represents a significant achievement, reflected in Nautor Swan's return to profitability in its first year of consolidation. Over his eight-year tenure, Giovanni also played a key role in enhancing the company's value, notably through the development of the new Swan Maxi line.

We wish him every success and are pleased that he will continue to be closely involved in the ClubSwan ecosystem."

Gianguido Girotti added: "Nautor Swan and Bluegame are two highly desirable brands, each with a clear identity, reputation for innovation and strong connection to their respective owner communities. Building on those foundations, these brands are now embarking on an exciting period of product development, providing an exciting opportunity to strengthen their positioning, expand global reach, and deliver industry-leading innovation in a way that is true to their DNA.

I look forward to working closely with the teams to unlock the next phase of growth for both brands, driving future value generation for the Sanlorenzo Group."

Giovanni Pomati will continue to support Nautor Swan, with a particular focus as Brand Senior Advisor and focus on developing its ClubSwan strategy – a key pillar in strengthening the brand's community, events platform, and global engagement.

Carla Demaria will step back from executive responsibilities, remaining on the Sanlorenzo Board of Directors and assuming the role of Advisor to the Chairman. In this capacity, she will continue to contribute her insight and unrivalled industry experience to the Group.

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About Sanlorenzo

For more than 60 years, Sanlorenzo has defined Italian excellence in yacht building, crafting custom-made motoryachts and superyachts that blend refined design, innovation, and advanced engineering. Founded in 1958, the shipyard is the world's leading mono-brand builder of yachts over 24 metres. Since 2005, under the ownership and leadership of Massimo Perotti, Sanlorenzo has undergone extraordinary growth — expanding its portfolio, production capacity, and global prestige. In 2019, the company was listed on the Euronext STAR Milan, further cementing its role as a leader in luxury yachting. Sanlorenzo's yacht and superyacht production spans six specialist shipyards across Italy, with models from 24 to over 70 metres in both composite and metal construction. The Group also includes Bluegame, below 24m — known for innovative crossover models — and the newly acquired Nautor Swan, a prestigious name in sailing and high-performance motor yachts. Design and architecture have always been core to Sanlorenzo's identity, thanks to long-standing collaborations with world-renowned studios including Piero Lissoni, Patricia Urquiola, Dordoni Architetti, and others. This fusion of yacht engineering and interior design sets Sanlorenzo apart in the world of high-end nautical craftsmanship. Looking ahead, Sanlorenzo is leading the sector toward sustainable innovation. Its "Road to 2030" strategy includes pioneering efforts in low-impact propulsion, such as green methanol fuel cells and hydrogen-powered vessels, developed with partners like Siemens Energy, MAN and MTU. In recent years, Sanlorenzo has marked a series of milestones defining innovation, growth and cultural leadership. The Group delivered the first 50Steel superyacht equipped with an onboard fuel cell system, launched hydrogen-powered Bluegame tenders for the 2024 America's Cup, and acquired Nautor Swan, while strengthening its portfolio and global reach through new partners such as Simpson Marine. 2025 saw the launch of the truly unique heritage-meets-innovation concept SHE — standing for Sanlorenzo Heritage — and the debut of the 74Steel flagship, the largest yacht ever built by the yard, with multiple units in production. Alongside product innovation, Sanlorenzo reinforced its commitment to culture and responsibility through Fondazione Sanlorenzo and Sanlorenzo Arts, culminating in the opening of Casa Sanlorenzo in Venice. In 2026, Casa Sanlorenzo will host a full-year cultural programme, positioning the brand as a permanent platform for art, design, craftsmanship and dialogue.

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