Model Range Update

Shareholder Meeting

GRAND BANKS | PALM BEACH MOTOR YACHTS



Our Luxury Models Range

Classic Series

PB ONE HUNDRED SEVEN	PB EIGHTY FIVE	PB SEVENTY	PB SIXTY FIVE	PB FIFTY FIVE	PB FIFTY TWO	PB FIFTY	PB FORTY FIVE	PB FORTY TWO
 SKYLOUNGE	 SEDAN	 SEDAN	 SEDAN	 SEDAN	 SEDAN	 SEDAN	 SEDAN	 SEDAN
	 FLYBRIDGE	 FLYBRIDGE	 FLYBRIDGE	 EXT. SEDAN	 FLYBRIDGE	 FLYBRIDGE	 FLYBRIDGE	 JET DRIVE
	 SKYLOUNGE	 EXT. FLYBRIDGE	 EXT. FLYBRIDGE	 FLYBRIDGE		 JET DRIVE	 JET DRIVE	 OUTBOARD
		 SKYLOUNGE		 EXT. FLYBRIDGE			 OUTBOARD	

GT Series

GT70



SEDAN

GT60



SEDAN



JET DRIVE

GT50



SEDAN

GTRS Series

GT70RS



TRIPLE VOLVO PENTA
1000HP IPS 1350S

GT60RS



QUAD V12
600 OUTBOARDS

GT50RS



QUAD V8
500 OUTBOARDS

DISCOVER OUR LUXURY MODEL RANGE

LONG RANGE CRUISERS

GB85	GB73	GB65	GB62	GB60	GB54
					
FLYBRIDGE	FLYBRIDGE	FLYBRIDGE	FLYBRIDGE	FLYBRIDGE	SEDAN
					
SKYLOUNGE	SKYLOUNGE	SKYLOUNGE	SKYLOUNGE	SKYLOUNGE	FLYBRIDGE

DOWNEASTER SERIES

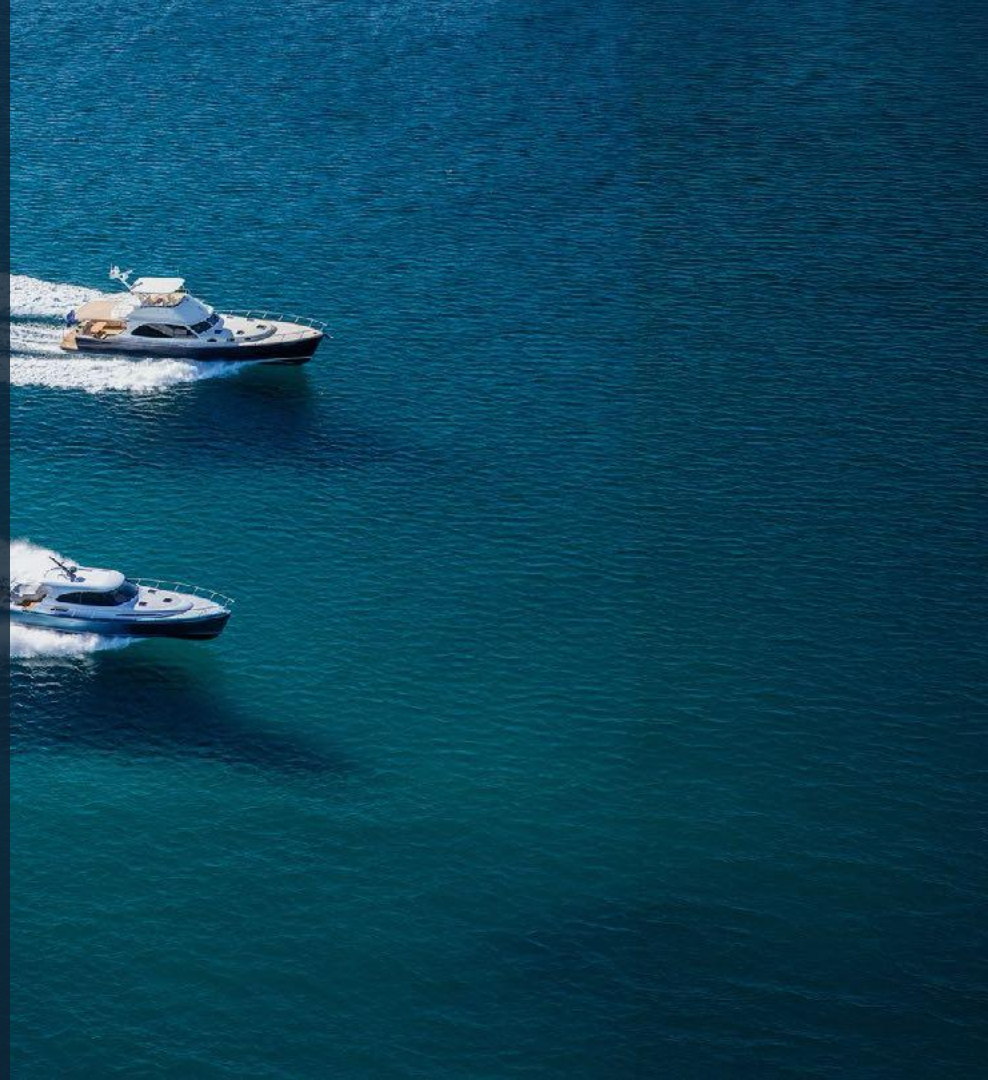
EB60	EB44
	
SEDAN	SEDAN

From Brand Momentum to Business Growth

FY26 Marketing Review
& FY27 Strategic Priorities

Shareholder Meeting | 2026

GRAND BANKS | PALM BEACH MOTOR YACHTS





FY26 IN REVIEW

Brand momentum

BRAND MOMENTUM

Both Brands Expanded Their Global Reach, Audiences and Engagement



PALM BEACH MOTOR YACHTS

206K	2.7B	21,310
Website traffic (brand and brokerage)	Media reach	Social audience
	+672% YoY	+39% YoY
15%	17	15
Email open rate	Events and sponsorships	Boat shows
+15.7% YoY		



GRAND BANKS

216K	1.35B	23,698
Website traffic (brand and brokerage)	Media reach	Social audience
	+165% YoY	+74% YoY
19%	2	13
Email open rate	Events and sponsorships	Boat shows
+37% YoY		

COMBINED CONTACTS | BOTH BRANDS

Contacts generated across Grand Banks and Palm Beach Motor Yachts

5,364 +21% YoY

Website traffic growth not included due to some gaps in analytics

BRAND MOMENTUM

New Models and Palm Beach XI Drove a Step Change in Visibility

PALM BEACH MOTOR YACHTS

2.7B +672% YoY
Earned media reach

1.23K +234% YoY
Media mentions

GRAND BANKS

1.35B +165% YoY
Earned media reach

1.2K +141% YoY
Media mentions

PRODUCT LAUNCH CAMPAIGNS



MODEL	CAMPAIGN HIGHLIGHT	MENTIONS	REACH
Palm Beach 85 PALM BEACH	Flagship reveal at Fort Lauderdale; awarded the *Robb Report* **Best of the Best**	68	39M
Grand Banks 62 GRAND BANKS	FY25 launch carried into FY26 with ongoing PR and social	39	38M
Palm Beach GT60 JD PALM BEACH	World premiere at the Newport International Boat Show	23	33M
Palm Beach GT50 RS PALM BEACH	Phase 1 launch of the first outboard-powered Palm Beach	25	14.7M

Palm Beach XI coverage contributed more than 1.5B of Palm Beach reach and also features in Grand Banks coverage, so brand totals are not additive. Source: GBMG Marketing Report FY2026.

BRAND MOMENTUM

Distinctive Owner Experiences Drive Brand and Deepened Relationships



PALM BEACH XI | BOTH BRANDS

A halo for the whole portfolio

Validates shared engineering and performance standards, and supplies premium imagery, events and press-ready stories.

1.5B earned media impressions



NEWPORT RI CLUB | BOTH BRANDS

An industry-first owners' destination

A private waterfront club created by a yacht manufacturer, giving owners hospitality, service and exclusive access.

130+ guests at the June opening of the Owners Club



BAHAMAS RENDEZVOUS

An owner event that also sells

Owners experience newer and larger models together, creating natural upgrade and referral opportunities.

24 yachts, 11 days, 4 destinations across the Bahamas

Boat Shows and Strategic Sponsorships Connected Our Brands

20
Unique boat shows across three regions

3,500+
Show registrants across boat shows globally

18
Strategic partnerships across both brands.



BRAND MOMENTUM



BOAT SHOWS

Both brands, one global calendar

Palm Beach Motor Yachts	15 shows	7 models	1,245 registrants
Grand Banks	13 shows	3 models	2,266 registrants

SPONSORSHIP HIGHLIGHT

Newport Bermuda Race

Reach and viewership	48M reach	60 mentions	17K race viewers
FY26 sponsorships	13 sailing	3 equestrian	2 GB owner groups

Shows attended by both brands are counted once. Registrations were not recorded at every show, so registrant totals are a floor.



ACCELERATING THE MOMENTUM

Building the Most Prestigious Brands on the Water

Three Strategic Priorities to Deliver on Our Ambition in FY27

Building on FY26's achievements, our focus for FY27 is to strengthen both brands, expand our reach among qualified audiences, and convert greater visibility and engagement into measurable commercial results and long-term growth.

01
Strengthen our Brands

- Sharpen brand positioning and differentiation
- Amplify new product launches and model innovations
- Strengthen brand relevance in priority markets

02
Expand Reach Among Qualified Audiences

- Amplify Palm Beach XI's Global Reach
- Expand Partnerships and Passion Points
- Activate Global Locations

03
Optimize Commercial Contribution

- Optimize Lead Sources & Tracking
- Streamline Lead Assignment and Flow
- Build on Strong Q1 Results



POSITIONING, PRODUCT AND REGIONAL FOCUS

Strengthening Our Brands

STRENGTHEN OUR BRANDS

Sharpened Positioning and Differentiation Across Both Brands



GRAND BANKS

Built for the Journey Ahead

An Icon Crafted for Long-Range Cruising at Speed

- Iconic design, evolved for modern exploration
- Long range cruising at speed
- Innovation and industry leading fuel efficiency
- Trusted service and support that travels with you



PALM BEACH MOTOR YACHTS

The True Yachtsman's Power Boat

From Ocean Racing Innovation to Cruising Perfection

- Race-proven innovation and maximum efficiency
- Timeless design, individual expression and meticulous craftsmanship
- Factory-direct, unwavering, lifelong support
- Enduring experiences and owner access

STRENGTHEN OUR BRANDS

Product Innovation Elevates Both Brands

Each product launch will bring the distinct positioning and brand pillars of Grand Banks and Palm Beach Motor Yachts to life across every marketing touchpoint, supported by owner insight and a clear vision for each model range.



GB65 NEWPORT

To be revealed

Early 2027

GRAND BANKS

GB65 Skylounge and GB65 Newport

Skylounge unveiled September 2026 | Newport revealed early 2027



PALM BEACH MOTOR YACHTS

GT50 RS

Phase 2 of the launch



PALM BEACH MOTOR YACHTS

PB85 SL

Debuting in FY2027



GRAND BANKS

GB73

Updated for FY2027



PALM BEACH MOTOR YACHTS

GT70

Updated for FY2027



PALM BEACH MOTOR YACHTS

GT70 RS

Updated for FY2027



PALM BEACH MOTOR YACHTS

PB107

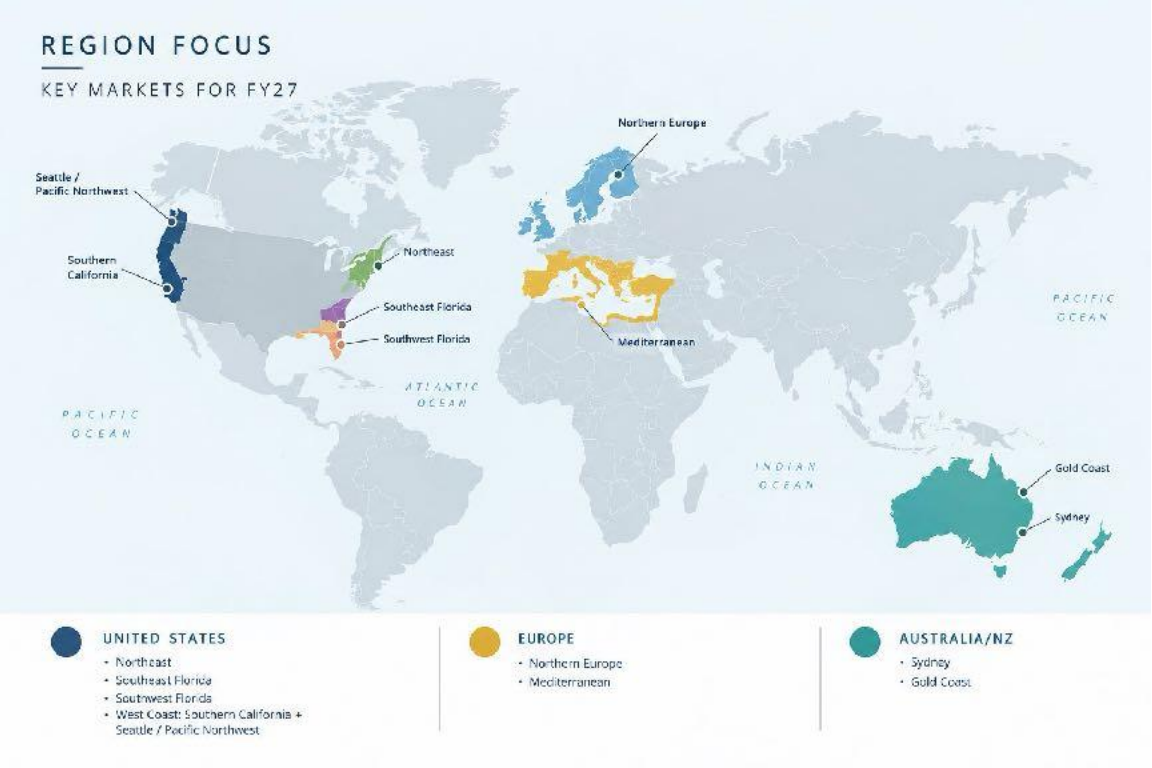
Updated for FY2027

STRENGTHEN OUR BRANDS

Global Brand Reach, Targeted Regional Impact

Our global marketing strategy will increasingly focus on priority regions, delivering the right message, showcasing the right products and reaching the right audiences.

This will build brand relevance, generate qualified demand and drive growth in key markets.





PASSION POINTS, PARTNERSHIPS, PROPRIETARY PLATFORMS

Expand Reach to Qualified Audiences

Expand Partnerships and Passion Points to Reach Influential Audiences

These elite sports align with our brand values of competition, discipline and performance and will connect emotionally with the like-minded audience.



PALM BEACH MOTOR YACHTS

ESTABLISHED PLATFORM

Elite sailing and equestrian sport

- Established sponsorships across elite sailing and equestrian sport
- Recent: Longines Global Championship Tour Vienna, NYYC Women's International Championship, 52 Super Series
- Expresses performance, precision, competition and innovation
- Extends awareness through partnerships, content and owner experiences



GRAND BANKS

FY27 DEVELOPMENT

Long-range cruising, game fishing and golf

- A distinct passion-point and partnership strategy for FY27
- Centered on passagemaking, game fishing, cruising destinations and golf
- Content, experiences and partnerships that reflect how owners use their yachts
- Reaches qualified audiences interested in long-range cruising and exploration

Activating Our Passion Points to Expand Reach and Build Relationships

Creating bonds and relationships that build advocacy and referrals. Completed and planned activations.



SAILING | PALM BEACH XI EXPERIENCES

Sydney and Newport Beach, CA

Once-in-a-lifetime sailing for owners and partners aboard Palm Beach XI.



COMMUNITY | OWNERS RENDEZVOUS

Bahamas Rendezvous

Spring cruising trips to the Bahamas.



SAILING | GRAND PRIX CLASS

52 Super Series, Thailand



EQUESTRIAN | SHOW JUMPING

Longines Global Champions Tour Vienna



EQUESTRIAN | DRESSAGE

World Cup Herning, Denmark



IN PLANNING STAGES

Golf Destinations and Partnerships

EXPAND REACH TO QUALIFIED AUDIENCES

Amplifying Palm Beach XI's Global Impact

Palm Beach XI continues to be a powerful global platform for innovation, performance and marketing, generating significant earned media coverage, expanding social reach and engagement.

Beginning in November, an ambitious, integrated content campaign will build momentum toward the Rolex Sydney Hobart Yacht Race, bringing the groundbreaking technology, world-class team and relentless pursuit of performance behind Palm Beach XI to a global audience.

The Result

Greater visibility for both Grand Banks and Palm Beach Motor Yachts, stronger brand engagement and a distinctive platform for building valuable relationships worldwide.







EXPAND REACH TO QUALIFIED AUDIENCES

Palm Beach XI: Four Iconic Races, One Powerful Global Brand Platform

Over four years, Palm Beach XI returns to the Rolex Sydney Hobart every December and adds the Transpac, the Newport Bermuda and the Rolex Fastnet, expanding international visibility, showcasing innovation and creating exclusive sailing experiences for owners and partners of both brands globally with millions of impressions worldwide.

2026 — UP NEXT

AUSTRALIA

Rolex Sydney Hobart

Sydney to Hobart | December

OWNER VALUE

Exclusive sailing experiences, race-start hospitality and time with the team between races.

THE PROGRAM

4	4	4
years	iconic races	Sydney Hobarts

2027 — PLANNED

PACIFIC

Transpac Yacht Race

Los Angeles to Honolulu | July

Owner experiences near our Newport Beach office.

AUSTRALIA

Rolex Sydney Hobart

Sydney to Hobart | December

Race-start hospitality in Palm Beach Motor Yacht's home port.

2028 — PLANNED

ATLANTIC

Newport Bermuda Race

Newport to Bermuda | June

Hospitality anchored by the Newport Owners Club.

AUSTRALIA

Rolex Sydney Hobart

Sydney to Hobart | December

A third straight start: a December owner tradition.

2029 — PLANNED

EUROPE

Rolex Fastnet Race

Cowes, England | Summer

Visibility and hospitality for European owners and partners.

AUSTRALIA

Rolex Sydney Hobart

Sydney to Hobart | December

A fourth straight start, closing the program at home.

Turning Our Newport, Rhode Island Presence into Brand Growth and Lasting Owner Relationships

The only yacht manufacturer with a dedicated home for owners in Newport, Rhode Island, the yachting capital of the world.



SINCE THE START OF FY27, THE CLUB HAS

- Hosted dedicated Owners Weekends for Grand Banks and Palm Beach Motor Yachts
- Welcomed multiple partners and their communities
- Hosted around 220 sailors at the NYYC Women's International Championship
- Engaged qualified prospects throughout the Newport Boat Show
- Created new opportunities for hospitality, content and owner engagement





EXPAND REACH TO QUALIFIED AUDIENCES

New Markets. Stronger Connections. Exceptional Owner Experiences.



NEWPORT BEACH, CALIFORNIA

Southern California

- Sales and service office for West Coast owners
- Base for Palm Beach XI owner experiences in Newport Beach, California
- Close to the 2027 Transpac start in Los Angeles





SANREMO, ITALY

The Mediterranean

- Service, support and sales on the Italian Riviera
- European marketing office with demonstration boats
- Close to the Cannes and Genoa boat shows



QUALIFYING DEMAND, STREAMLINED PROCESS, RESULTS

Optimize Commercial Contribution

COMMERCIAL CONTRIBUTION

Sources of Qualified Demand. One Integrated Process.

Every lead source identified and has a vetting and a defined capture process, ensuring each prospect enters the CRM with clear attribution and a documented next step.

01

Boat shows and events

HOW WE CAPTURE

Registered and scanned visitors, booked appointments and sea trials

FY27 FOCUS

Appointments booked before each show and registered walk-ins at show, follow-up reviewed with sales

02

Digital and paid media

HOW WE CAPTURE

Paid search, paid social and YouTube, with tracked landing pages and inquiry forms

FY27 FOCUS

Spend focused on priority markets and judged on qualified leads, and feedback from sales

03

Product launches

HOW WE CAPTURE

Reveal campaigns, private previews and registrations of interest

FY27 FOCUS

GB65 Newport, PB85 SL and GT50 RS interest delivered straight to sales

04

Platforms and partnerships

HOW WE CAPTURE

Hosted prospects at Palm Beach XI races, the Owners Club and sponsored events

FY27 FOCUS

Partner contacts and qualified guests captured in the CRM with a source

05

Owners and referrals

HOW WE CAPTURE

Owner events, rendezvous and service touch points

FY27 FOCUS

Upgrade and referral leads routed to the relationship owner



COMMERCIAL CONTRIBUTION

Every Contact with a Clear Owner and a Defined Next Step.

A unified contact management process that aligns sales and marketing, ensures accountability and moves contacts efficiently toward conversion.

Subscriber	Lead	Opportunity	Customer
In our database and receiving brand communications	Real interest shown: an inquiry, show conversation, brochure or appointment request	An active sales conversation with genuine purchase potential	Contract signed and welcomed into ownership
MARKETING NURTURES	SALES QUALIFIES	SALES PROGRESSES	SALES AND MARKETING

THE PROCESS

One owner is accountable with marketing activities supporting the nurture phase.

01 Assign

Every new contact gets a sales owner or the Marketing Team

02 Act

Sales logs a call, email or text in HubSpot within one business day

03 Elevate

Qualified contacts move to Lead or Opportunity

04 Nurture

Sales sets the next task, or returns the contact to marketing nurture

Contacts with no activity after 90 days are reviewed by sales management.

COMMERCIAL CONTRIBUTION

Strong Q1 Results Set the Pace for FY27

September capped a strong first quarter for both brands, delivering encouraging commercial results and a positive start to FY27.

6

New orders received, September

11

New orders received, Q1 FY27

This is a company-wide result, led by our sales teams. The lead disciplines in this section are designed to help sustain that momentum through FY2027.



Source: Internal sales data, September 2026. Q1 FY27 = July to September 2026.

From Brand Momentum to Business Growth

THANK YOU

GRAND BANKS | PALM BEACH MOTOR YACHTS

