

## OWNER'S INTENT & LIFECYCLE OF OWNERSHIP

Yachts are built for different reasons. Understanding your motivation and intent is our key to realizing how to approach this very intricate and complex undertaking and ensuring that your vision is fulfilled.

### FOR PLEASURE OR PROFIT?

Your vision may be to build a yacht like no other, a vessel that will be the ultimate expression of your personal vision. In another scenario, you may be building an interim yacht, intended for a short-term use or even a commercial charter operation. Or you may view your vessel as a pure investment, with the intention of turning a profit by selling it upon delivery.

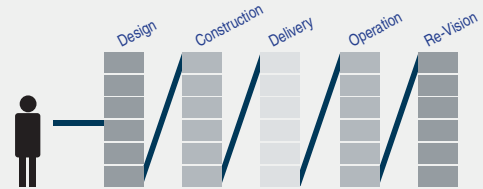
### GUIDING A VISION THROUGH A SINGULAR VIEWPOINT

Understanding what you want to build and why is critical to IMA Yachts' principle of *Owner's Intent* – a longer, owner-centric view of your project that continually maps our various processes and services to your ultimate vision. It is an all-encompassing approach that places IMA Yachts in the role of Owner's Advocate – and in the pivotal position of agent and advisor – steadfastly representing your best interests at every stage of your yacht's lifecycle. In short, IMA Yachts assumes the burden of responsibility, so you can enjoy every aspect of your yachting experience.

IMA Yachts has successfully guided the construction and management of some of the world's most recognized yachts – and built our reputation – around this concept. Our vision lives

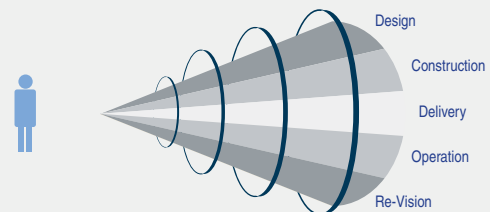
*Because you can*

*IMA Yachts is dedicated to translating your yacht-construction dream into a unique declaration of your preeminent style and stature. This principle is the foundation of our business. And it is a proven concept and attitude that allows us to be your advocate and lead partner throughout the lifecycle of your yacht – where the journey is as rewarding as life onboard.*



#### Traditional Approach

Building and managing a yacht has traditionally been approached as a pure linear process, a series of stages that take you from Point A to Point B, with many issues considered as these stages progress.



#### IMA's Owner Advocacy Approach

Leveraging Owner's Intent, IMA Yachts drives client-centric decision making throughout the lifecycle of your yacht.

as an expression of yours. Our singular mission is to ensure that every aspect of the design, construction and management of your valuable asset is conducted in your best interest. That's why we welcome working with your current team and assisting your own trusted advisors. And throughout the journey, we pledge to maintain confidentiality, while minimizing the risk associated with your high-profile investment.