



Nautal reinforces its position in the luxury yacht sector with the acquisition of the UK based boat charter agency, Incrediblu

The British charter agency, Incrediblu, will maintain its name and become the brand name of Nautal's luxury yacht sector, which currently accounts for 10% of its business volume.

Through acquiring Incrediblu, Nautal will be expanding its online platform for boat rental with a new line of business specializing in luxury yacht charters.

This reinforces the positioning of Nautal in the Mediterranean, the Balearic Islands, Corsica, Sardinia, Croatia and especially Greece, where Incrediblu was born.

17 January, 2018 - As Spain's leading boat agency platform, the ever-growing custom of traveling via boat rental, coupled with the increasing demand for more exclusive and luxurious vessels, form the basis for Nautal's major business decision in acquiring British operator Incrediblu.

This is the first business acquisition of a competing brand for Nautal. Incrediblu, based in London, was the first startup pioneer of the European charter sector and a prestigious brand for boat owners and clients in the East Mediterranean, primarily in Greece, Croatia and Turkey.

According to Octavi Uyà, CEO at Nautal, *"This business move represents a very important quantitative and qualitative leap for our platform, which will allow us to reinforce the range of luxury yachts and superyachts that we have on offer in the Mediterranean (mainly in the Balearics, Corsica, Sardinia, Croatia, Greece and Turkey) as well as in Miami, the Bahamas and the Caribbean. It is an initiative with which we also want to acknowledge our clients, who demand increasingly for this type of luxury boats. In the last year, approximately 10% of our charter transactions were VIP yacht charters, with rentals ranging from 50,000 to 500,000 euros."*

Incrediblu will become the new face of Nautal's luxury charter sector, but with its own identity. After restyling its logo and updating its website www.incrediblu.com, this new division will incorporate both operators' most exclusive yachts.

"In this way, boat owners and current yachts and megayachts listed by Incrediblu will remain on this platform, along with the yachts that we currently have at nautal.com. Meanwhile, other boat types at Incrediblu will also be transferred to Nautal, allowing boat owners to achieve a larger reservation volume thanks to a greater web presence," reassures Octavi Uyà.

For Antonio Fiorakis, CEO of Incrediblu, who will now form part of the Advisory Board at Nautal, *"the incorporation of Incrediblu with Nautal, with whom we share the same vision of promoting the use and enjoyment of yachts and its accessibility to more users every day, will allow us to create a very solid global leader in the nautical charter market. Although, a large majority of yacht charter reservations are still made offline, everything points to the fact that in the next five years, this trend will change exponentially towards online consumption, and I am confident that Nautal and Incrediblu will be a leader together in this consumer market."*



In this transition, the renovated Incrediblue site will be published in seven languages (Spanish, English, French, German, Italian, Dutch and Greek). Whereas, Nautal will develop the Greek version of its site www.nautal.gr (currently in Spanish, English, French, Italian, German and Dutch) with the aim of strengthening its presence in the Greek market, as it now has Incrediblue's Greek founders' expertise to give their clients the best nautical experience in Greece.

About Nautal

Nautal is the biggest marketplace for boat charter in Spain and one of the top boat rental platforms in Europe, founded in 2013 as an online platform for connecting charter companies and private boat owners with users who wish to rent a boat and sail at their own leisure. It has one of the largest fleet of boats available to rent—more than 19,000 boats worldwide—which includes everything from a boat or RIB (Rigid Inflatable Boat), a sailboat or catamaran, to an exclusive 80 meter superyacht. At present, Nautal operates in Spain, France, Italy, Germany, Croatia, Greece, Holland, the U.S. and the Caribbean, providing boat charter services in more than 300 areas in 34 countries around the world.

About Incrediblue

Incrediblue is a UK based company, launched in 2013 as one of the first online booking platforms for boat rental in Europe. The company has raised a total of \$2.6M in funding from leading European venture capital funds and has received significant press coverages from leading publications such as the Financial Times, Conde Nast Traveller, the Daily Mail and many more. The company operates yacht charters in five European markets, with their principal focus being mainland Greece and its islands, where it currently hosts a fleet of more than 1,000 yachts and captains, ranging from sailboats and crewed catamarans to large luxury motor yachts.

For more information:

Rodolfo Küstermann

Head of Marketing and Communication - NAUTAL

rodolfo@nautal.com

(+44) 2037 696 045

+1 (305) 447 2910

www.nautal.com

