



# Company profile



# Leading Croatian yachting company



*We are an authorized dealer  
for some of the world's  
leading yacht brands:  
Hanse, Dehler, Sealine,  
Ryck and Fjord yachts,  
and Bali catamarans.*

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As one of the leading yachting companies in the Adriatic region, we place our clients at the forefront of our daily activities and long-term strategies while diligently guiding each partner in their story with professional insight and knowledge of the industry and local market.

Our endless efforts have expanded our market share and increased the number of boats sold, with the steady growth of our charter fleet.

Now, we're proud to share that we have the world's largest fleet of Hanse Yachts and the biggest Bali catamaran fleet in the Mediterranean.

Despite the competitiveness of the yacht market, we consistently achieve stable growth, offering added value to our clients and partners through a foundation of reliability and a clear vision for the future.

As evidence of our success, we've been named the best charter company in Croatia twice by the Croatian Chamber of the Economy and the Croatian National Tourist Board.

Additionally, in 2023, we were recognized as the best company in nautical tourism.



# Values we build on

## Dedicated

We endeavor to provide our clients, buyers, and partners “yachting at its best.”

## Responsible

We take our business seriously and are committed to creating a safe and seamless experience for our clients, employees, and partners.

## Inspiring

We love what we do and strive to share our passion for yachting with our partners and clients.

## Inventive

We prefer to see a “wider picture” with more inventive and “smarter” way of thinking, communicating and approaching the daily operations.





# Domagoj Milišić

CEO

*We feel responsible for all our clients and pay special attention to providing “yachting at its best” today and for the many seasons to come.*

We have encountered the old saying “Navigare necesse est...” countless times during our Croatia Yachting journey. That saying has driven us to make intelligent investments in bringing new and exciting brands and nautical services to our local market, all while stepping into the latest communication channels and IT solutions.

The other, much simpler reason is that the Croatia Yachting team shares a passion for sailing and yachts and can effortlessly relate to our customers’ need for a relaxing or thrilling sailing experience.

Despite the challenging circumstances, we have always managed to keep up with the latest trends, often setting new standards, especially in organization and infrastructure, directed by a team that successfully handles dynamic daily operations and develops long term strategies that will benefit our entire ecosystem: from clients, yacht owners, business partners, and employees.





# Key people



**Josip Babić**

**CFO**

Time with Croatia Yachting  
1 year

Favorite yacht  
Bali Catsmart



**Iva Pezo**

**HEAD OF ACCOUNTING**

Time with Croatia Yachting  
2 years

Favorite yacht  
Bali 4.2



**Silvio Šupić**

**FLEET MANAGER**

Time with Croatia Yachting  
7 years

Favorite yacht  
Hanse 588



**Denis Kovačević**

**HEAD OF SERVICES**

Time with Croatia Yachting  
11 years

Favorite yacht  
Dehler 38



# Key people



**Igor Karmelić**

**YACHT SALES ADVISOR**

Time with Croatia Yachting  
8 years

Favorite yacht  
Hanse 460



**Ivan Grabovac**

**YACHT SALES ADVISOR**

Time with Croatia Yachting  
6 years

Favorite yacht  
Fjord 41XL



**Luka Milišić**

**YACHT SALES ADVISOR**

Time with Croatia Yachting  
3 years

Favorite yacht  
Ryck 280



**Luka Ćurin**

**AFTERSALES MANAGER**

Time with Croatia Yachting  
1 year

Favorite yacht  
Hanse 410





# Key people



**Jelena Matković** **HEAD OF BOOKING**

Time with Croatia Yachting  
15 years

Favorite yacht  
Bali 5.4



**Ada Banovac** **HEAD OF MARKETING**

Time with Croatia Yachting  
3 years

Favorite yacht  
Sealine C390

65 Employees

40 Average age

58% Men

42% Women





Croatia Yachting Company Profile 2023 | KEY PEOPLE





# Our offices

**Biograd office** 📍 43° 94' 2" N 15° 44' 4" E

Obala Kralja Petra Krešimira IV 38, 23210 Biograd

**Trogir office** 📍 43° 31' 3" N 16° 13' 56" E

Ulica don Petra Špike 2a, 21218 Trogir

**Kaštela office** 📍 43° 32' 7" N 16° 24' 4" E

Obala kralja Tomislava 8, 21213 Kaštel Gomilica

**Split head office** 📍 43° 30' 24" N 16° 25' 55" E

Dražanac 2/a, 21000 Split

**Dubrovnik office** 📍 43° 94' 2" N 15° 44' 4" E

Na Skali 2, 20236 Mokošica-Komolac

**Šibenik office** 📍 43° 43' 19" N 15° 53' 53" E

Obala Jerka Šižgorića 1, 22000 Šibenik







CROATIA YACHTING











# Milestones





# Key facts and figures

## 19 years

In business

## 6 offices

- Split (Head office)
- Kastel Gomilica (Split region)
- Biograd na Moru (Zadar region)
- Dubrovnik (Dubrovnik region)
- Trogir (Split region)
- Šibenik (Šibenik region)

## 6 brands

In exclusive dealership

- Hanse Yachts
- Fjord Boats
- Bali Catamarans
- Dehler Yachts
- Sealine Yachts
- Ryck

## Over 375

Yachts sold so far

## 160 yachts

In our charter fleet

## Over 16.600

Charter weeks in total

## 65

Employees

## Over 130.000

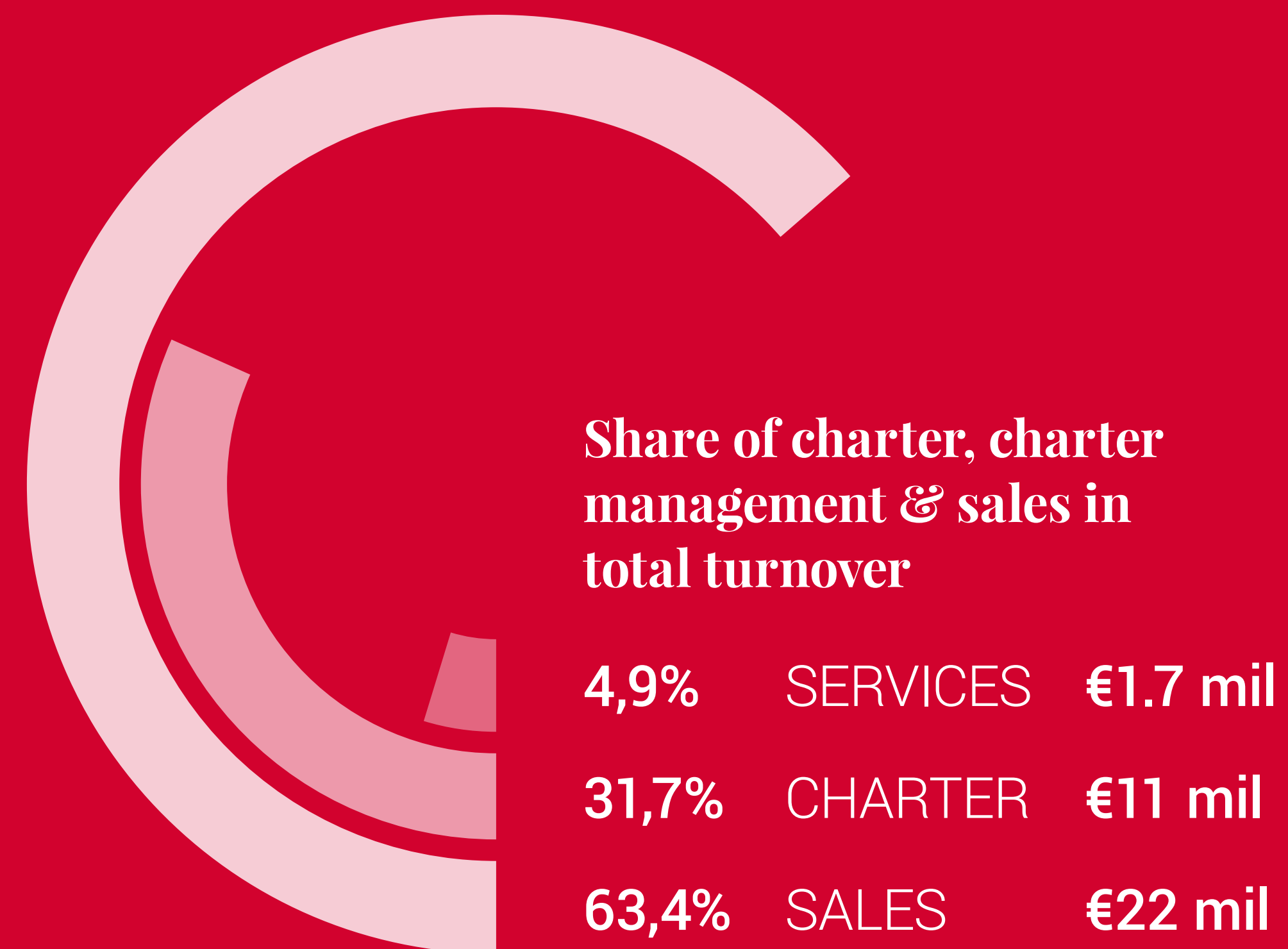
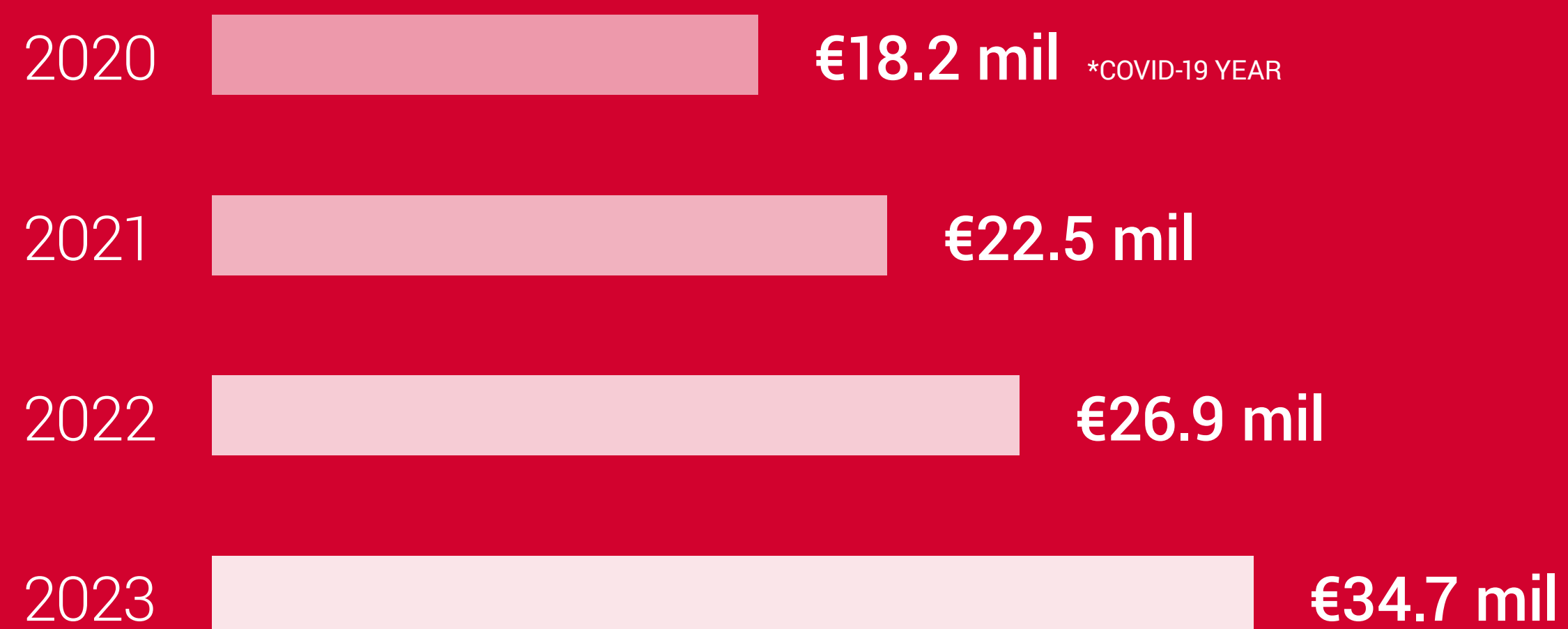
Satisfied customers





# Revenue growth

\* DATA REFERS TO ALL COMPANIES WITHIN CROATIA YACHTING





# Core services

## Yacht sales

We focus on providing insight and know-how in choosing yachts that will be the perfect match for our clients and promise a smooth and enjoyable journey to yacht ownership.

## Charter management

The ideal approach to easy yacht ownership that turns the yacht purchase into a lifestyle investment.

## Charter

Located in the world's most competitive charter market we are successfully creating unique sailing memories for thousands of clients.

## Service & aftersales

We ensure added value and an excellent aftersales experience for clients and partners thanks to our outstanding technical infrastructure and dedicated team.



# Full range of services

*With a 360-degree customer approach, we make the journey to yacht ownership a breeze.*

Our highly dedicated and experienced team covers every aspect yachting with our customers at the heart of everything we do.







# Yacht sales

When it comes to yacht sales, we bring our A game to the table with our highly experienced sales team that is always prepared to share their wealth of knowledge with the prospective clients.

With five offices along the Adriatic Coast, our professional team offers full support to our clients during the sales process and path to yacht ownership. Thanks to our marketing efforts and exceptional web and media presence, and because we are regularly the biggest exhibitor at Croatian boat shows, the brands we represent are brought into the spotlight, resulting in high sales volumes.

Our extensive charter fleet offers our clients the rare opportunity to try almost any boat model before buying. Each brand we represent tells its own story, and we are repeatedly able to align our story with our brands.

**3500 m**

Length of yachts sold\*

**€113 mil**

Total value of yachts sold

**Over 325**

Total delivered yachts

\*More than the length of the Golden Gate Bridge in San Francisco



# Charter management

Our one-stop-shop approach to charter management allows our clients to make a well-informed decision regarding their investment.

Whether they are looking to buy a sailboat, catamaran or motor yacht, with exclusive dealerships from the world's leading brands, our charter management clients are able to profit from our special purchase conditions, making the investment even more attractive.

Thanks to our strong financial standing, we can always offer a variety of pre-ordered boat models for the upcoming season. Complete transparency is the main guideline of our charter management program, which goes hand-in-hand with financial security, high maintenance standards, special purchase conditions, favorable financing conditions, and high-quality aftersales support.

Our all-inclusive approach also consists of the simplest exit or upgrade strategies that give our clients an opportunity to sell their boat at any stage of the charter management program or trade it in when they decide to upgrade to a newer or a bigger boat.

**113 owners**

130 yachts & 30 nationalities

**+20 charter weeks**

Average per yacht

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\* Assets under charter management - approx. € 47,6 mil

\* Average fleet growth in CM over the past 3 years - +27%



# Charter

The 160 yachts in our fleet are strategically divided into five nautical centers covering the most beautiful sailing areas on the Adriatic: Dubrovnik, Split, Trogir, Biograd and Šibenik. Due to the vicinity of international airports and good traffic connections, our charter bases are only a few hours away from the biggest European capitals.

Our charter fleet consists of modernly-equipped monohulls ranging from 34 to 70 feet, catamarans from 40 to 55 feet, and motor yachts. We are one of the 5 largest charter companies in Croatia, the largest Hanse charter fleet globally and the biggest Bali catamaran fleet in the Mediterranean.

With more than 300 partners and agencies around the globe, our network covers over 50 countries.

We are also present on the biggest nautical booking platforms, while our booking platform is an exclusive sales channel with the entire charter offer in the Adriatic, bringing inspiration to all our direct customers.

With the everyday use of BI (business intelligence) tools and CRM systems, we actively stay on top of market trends, achieve excellent booking results, and constantly track the quality of our services, making us recognizable among our clients and business partners.

## Over 160

Yachts in our fleet

## 136.900 days 3 years

Charter days completed

Average age of fleet



# Service & aftersales

In the four service centers along the Adriatic Coast, our primary location being Marina Kaštela, our highly professional and experienced team handles all commissioning, warranty, and service tasks for the brands we represent.

Our in-house service team, including electricians, mechanics, carpenters, and grp specialists, along with an extensive partner network specializing in different areas, promises a prompt response and covers every aspect of boat maintenance, service, and custom upgrades.

The unique market position based on our superb technical infrastructure, coupled with our teams' know-how, ensures an excellent aftersales experience for our clients.

*We have commissioned over 325 yachts  
so far to an exceptionally high standard.*

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# Our brands



Fast and comfortable sailing yachts with innovative solutions and build quality that makes them stand out from the competition. Their fast cruising and easy sailing concepts prove to be a winning formula.



Revolutionary catamarans from the famous French shipyard Catana. Their uninterrupted open space concept ensures comfort from the rear to the front cockpit, and the amount of usable area is unbeatable.



An entire range of performance cruisers renowned for their German quality and excellent sailing performance. Despite being performance cruisers, all Dehler yachts are incredibly comfortable and practical.



## SAILBOATS & CATAMARANS





# Our brands



Tailored for the ultimate day cruiser experience, Fjord boats are a true design statement, bold and elegant at the same time, emphasizing clean lines and innovative solutions. No motorboat brand has made an impact as the Fjord range.



Founded out of a passion for Yachts and the Sea, combining British tradition with German craftsmanship. The range sets focus on space, light, and comfort at sea without compromising performance.



The new “Made in Germany” motorboat brand, Ryck yachts is the perfect all-around weekender and can be tailored to your needs. The modern design is based on a super hydrodynamic hull paired with exceptional usability.



MOTOR BOATS





## *Boat shows*

# Active members of the local and international yachting community

*The biggest exhibitor at regional boat shows – Croatia Boat Show and Biograd boat show.*

Exhibiting and participating in the world's largest and most important in-water and indoor boating events such as *Boot Dusseldorf, Cannes Yachting Festival, ILTM Cannes, Salon Nautique de Paris, Annapolis Boat Show.*











# Hanse Cup Adriatic

*A true sailing experience for more than  
200 Hanse lovers each year.*

We organize a three-day regatta every year to promote the Hanse brand while allowing our clients to experience the Fast Cruising and Easy sailing concept of Hanse Yachts in the most impressive sailing areas on the Adriatic.

This event brings Hanse Yachts into the local and international spotlight and offers an authentic sailing experience for more than 200 participants from over 15 countries. Regatta participants can choose any Hanse model from our charter fleet or attend with their own Hanse yacht.







# Inspired by our audience

*Our efforts are directed towards informative, inspiring and exciting content.*

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We are dedicated to our audience. Our efforts are directed towards informative, inspiring and exciting content whether it is about digital or traditional channels and cutting-edge tools.

Our full circle communication strategy helps customers and professional users to get the right message at the right time throughout our B2C and B2B marketing activities.

**1**

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## Message

We strive to tell an authentic story while communicating the core values of each brand in our portfolio, targeting the right audience with fresh content.

**2**

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## Content

With complete awareness of goals and target customers, our creative team of designers and copywriters produce high-quality content, bringing additional value to Croatia Yachting's services and products.

**3**

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## Delivery





## DELIVERY

# Croatia Yachting Magazine

*More than 5000 copies of each issue are distributed on the biggest European boat shows.*

With its first edition, back in 2017, our magazine contains original and inspiring content about the brands we represent and our fleet, yachts, news, and information from the yachting world.

More than 5,000 copies of each issue are distributed at the largest European boat shows throughout the year, in the most-visited marinas on the Adriatic Coast and some of the finest restaurants. It is delivered to every Croatia Yachting client, boat owner, and business partner.

## Other magazines

Our long-term media presence is the result of our partnerships with the most recognizable yachting magazines in the Adriatic region. Ads, interviews, new yacht presentations, and testing are frequently used to reach maximum brand awareness. Our monthly reach is more than 35,000 readers.







# Social media & newsletter

We inspire over 20.000 followers through our social media channels, bringing fresh and frequent content that promotes the yachting lifestyle and brands we represent.

**16.000+**

Facebook followers

**100.000+**

YouTube views

**5.300+**

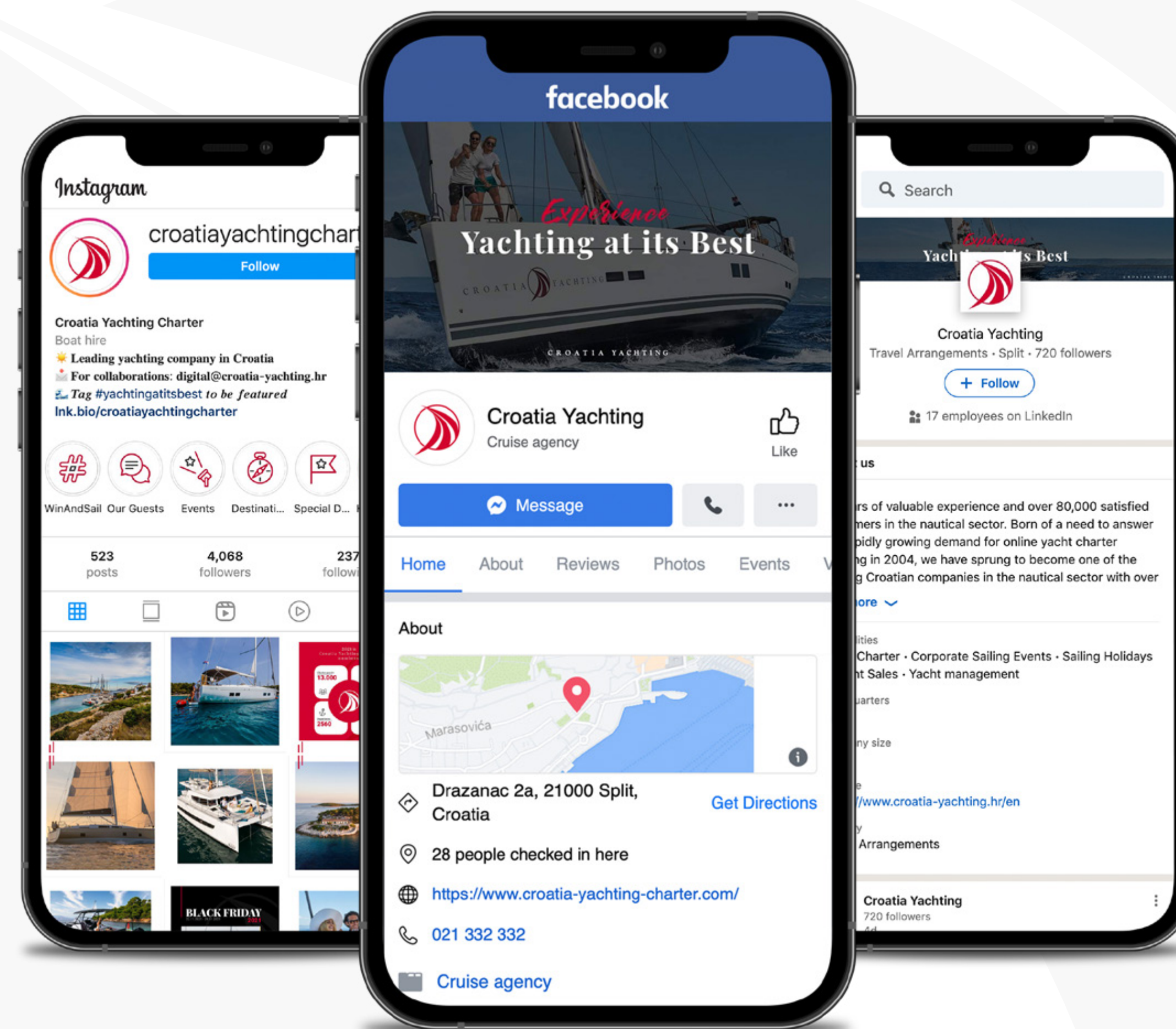
Instagram followers

**1.400+**

LinkedIn followers

**6.100+**

Newsletter subscribers





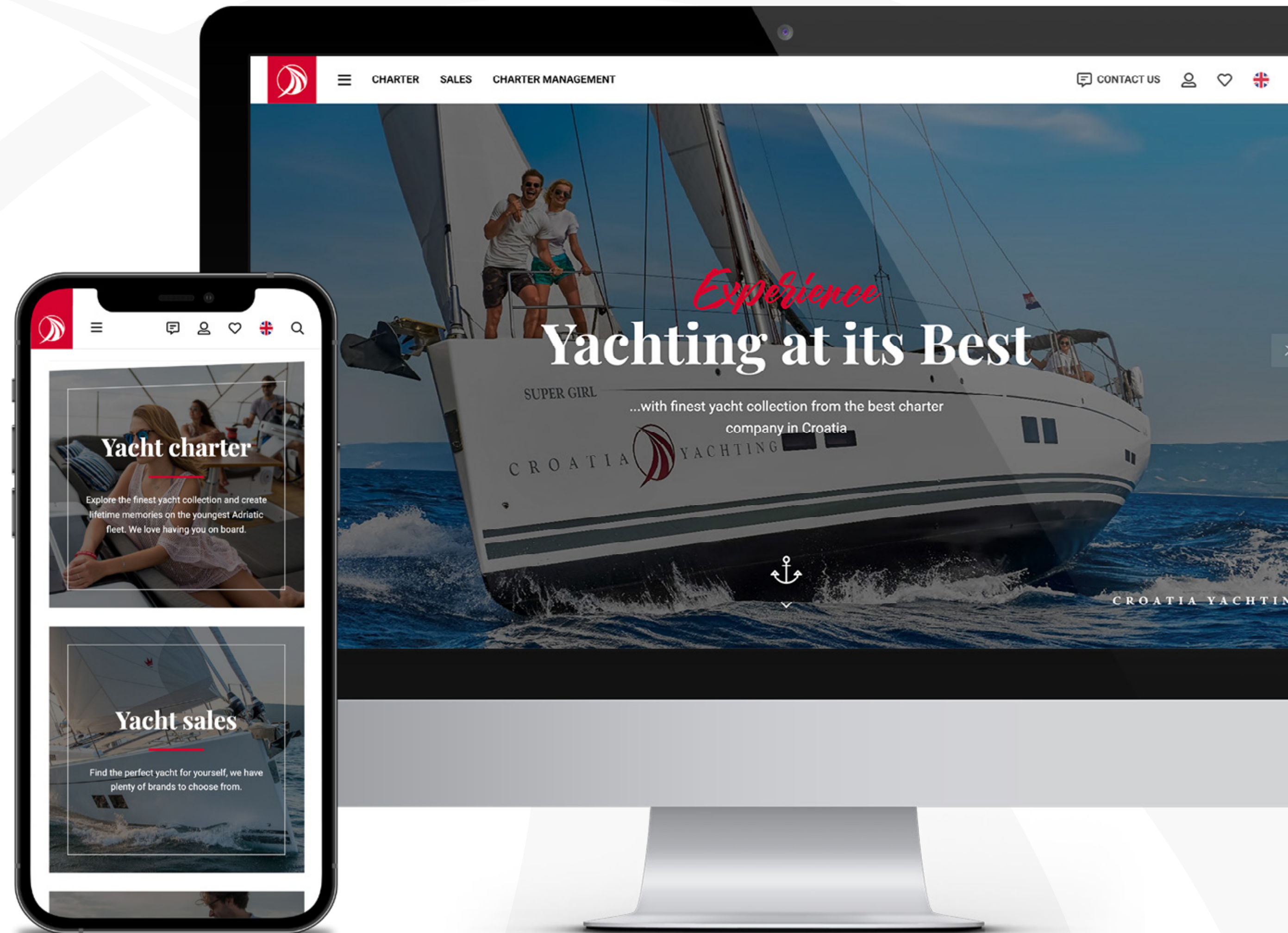


# The world of yachting at our customer's fingertips

[www.croatia-yachting.hr](http://www.croatia-yachting.hr)

*Bringing Croatia Yachting closer to our clients and partners*

- A full insight in Croatia Yachting's activities in yacht sales, charter management and yacht charter
- Extensive catalogue of our charter fleet with real-time booking
- Full information of the yacht brands we represent
- Original content for sailing inspiration





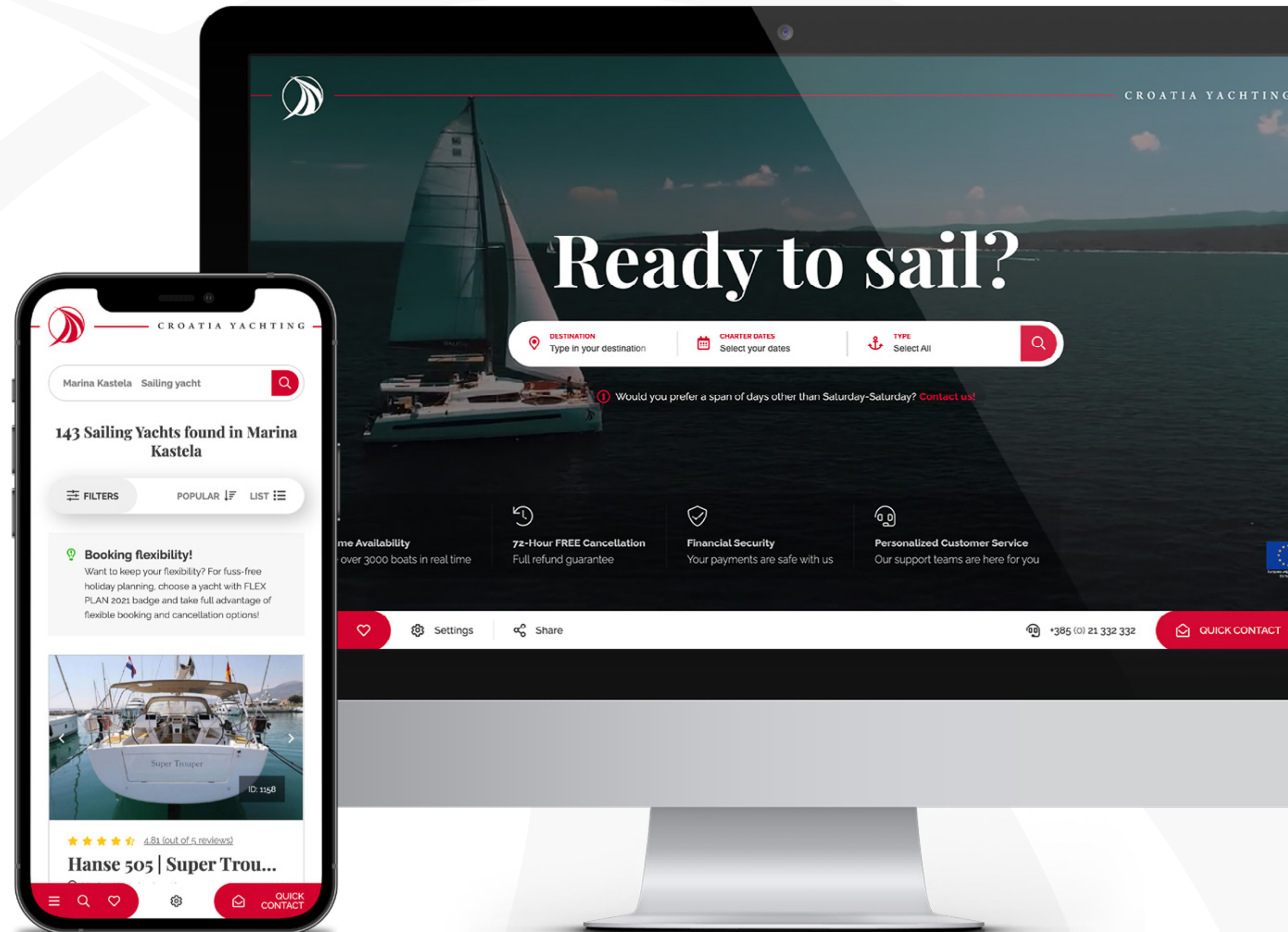


# The world of yachting at our customer's fingertips

[www.croatia-yachting-charter.com](http://www.croatia-yachting-charter.com)

*A real-time booking platform with the entire yacht offer in Croatia*

- Over 3000 boats with real-time availability and prices
- Placing yachts in the palm of your hand with the latest responsive design technology
- Exciting content to inspire and excite the client
- Taking the customer experience to the next level

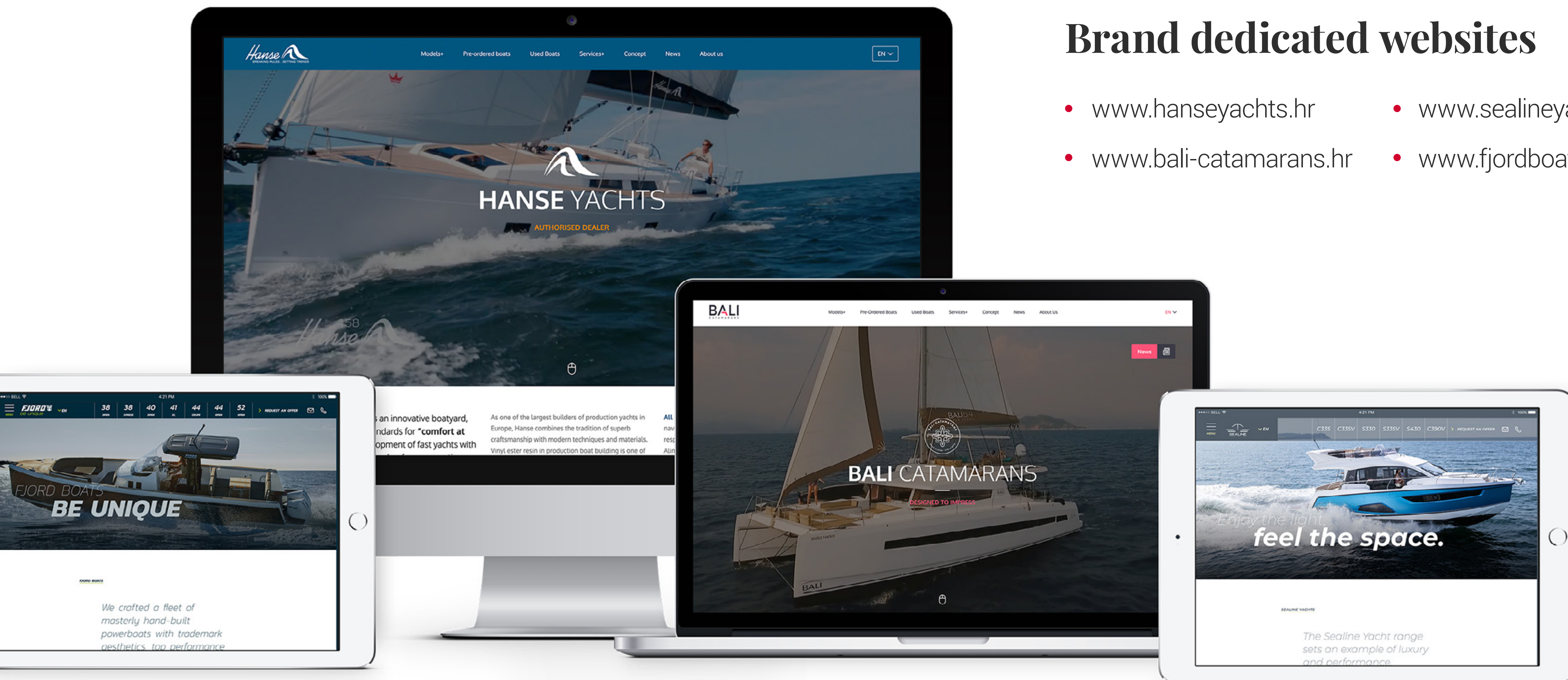






## Brand dedicated websites

- [www.hanseyachts.hr](http://www.hanseyachts.hr)
- [www.sealineyachts.hr](http://www.sealineyachts.hr)
- [www.bali-catamarans.hr](http://www.bali-catamarans.hr)
- [www.fjordboats.hr](http://www.fjordboats.hr)





# We love having you on board.

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