

# AN INTRODUCTION TO MSC CRUISES

AAPA CRUISE SEMINAR



# MSC

# THE MSC GROUP

## MASTERS OF THE SEAS

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**Founded in 1970** by Gianluigi Aponte in Brussels, Belgium



Headquartered and registered in **Geneva, Switzerland** since 1978



The MSC Group is privately owned by **the Aponte family**



More than **70,000 employees** across **155 locations globally**



Consolidated revenues of **≈\$25 billion**



# MSC CRUISES

## AN ESTABLISHED BRAND WITH A GLOBAL FOOTPRINT

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A young and fast-growing business, which has become the 4<sup>th</sup> largest cruise operator worldwide in just over a decade

**#1** world's biggest privately owned cruise line

**#4** largest cruise company by capacity

**#1** cruise brand in Europe, South America and the Gulf

**800%** growth in the first 10 years

**x3** capacity to nearly triple by 2026 (already x2 by 2021)

# THE MSC CRUISES EXPERIENCE

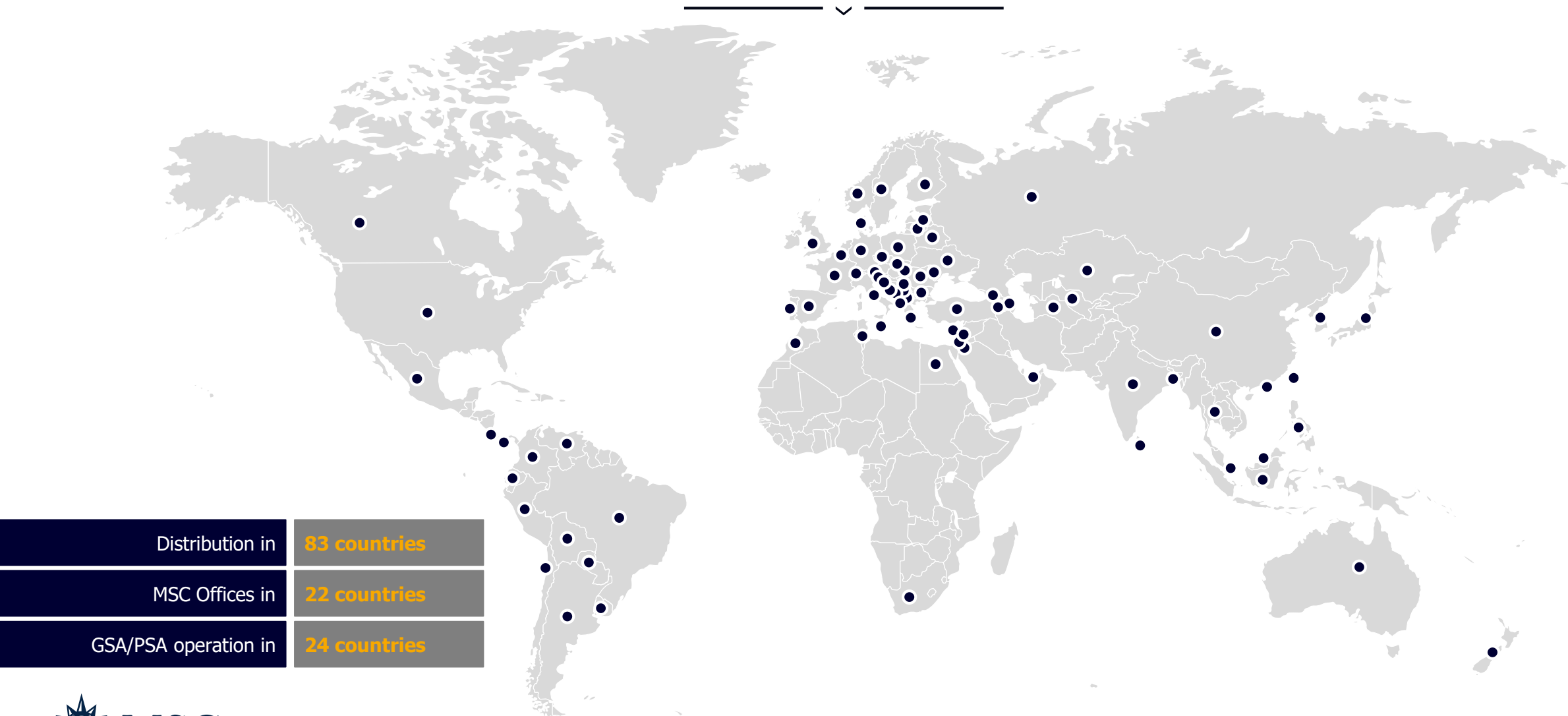
## DISTINGUISHING POINTS

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- An **elegant and sophisticated** experience
- Designed for the **worldly traveller** seeking **authentic experiences**
- **Most beautifully designed ships** inspired by European heritage
- **Multicultural** on board experience
- **Discovery** of the world's cultures, beauties and tastes, year-round
- **Internationally-inspired dining** with always fresh and authentic cuisine
- **Partnerships with best-in-class brands** such as Cirque du Soleil, LEGO, Technogym, Segafredo, Venchi, and Chicco
- **Award-winning** entertainment with nightly original Broadway-style shows
- Family-friendly amenities including LEGO- and Chicco-designed playrooms, aqua parks, bowling alleys, and XD cinemas
- Plenty of relaxation to **reinvigorate body and soul**
- **Impeccable service** and high-level expertise



# MSC CRUISES GLOBAL DISTRIBUTION



# FROM INTERNATIONAL TO GLOBAL ITINERARIES WORLDWIDE

## NORTH AMERICA & CARIBBEAN

Increasing year-round capacity with three ships currently sailing out of North America with a fourth ship to home port in Miami starting October 2019

## EUROPE AND THE MED

No. 1 cruise line in Europe and the Med

## DUBAI, ABU DHABI AND INDIA

Seasonal cruises

## ASIA

Office in Shanghai and deployment of MSC Splendida

## SOUTH AMERICA

No. 1 cruise line in South America

## SOUTHERN AFRICA

No. 1 cruise line in Southern Africa, exclusive marine safari experience in Pomene

Number of ships

15

Ports of call

191

Itineraries worldwide

225

Countries visited

80

# A SUCCESS STORY

## 2003-2013: 800% GROWTH

### 3 HIGHLY FLEXIBLE CLASSES OF SHIP

MSC Sinfonia	2005	MSC Magnifica	2010	MSC Preziosa	2013
MSC Armonia	2004	MSC Poesia	2008	MSC Divina	2012
MSC Opera	2004	MSC Orchestra	2007	MSC Splendida	2009
MSC Lirica	2003	MSC Musica	2006	MSC Fantasia	2008

#### LIRICA CLASS



#### Renaissance Programme (2014-2015)

**\$330 million USD**  
investment for  
an extensive  
overhaul of the entire  
Lirica Class

#### MUSICA CLASS



#### FANTASIA CLASS



# A PLAN BUILT AROUND INNOVATION

Three distinctive new prototypes designed around guest experience



**MERAVIGLIA CLASS**



**SEASIDE CLASS**



**WORLD CLASS**

# ENTERING THE ULTRA-LUXURY SEGMENT

## Vacation experiences that exceed any expectations



### Technologically-advanced

The ships will be equipped with the best and latest environmental technology and other cutting-edge maritime solutions.



### Innovative concept

Bestowed with a highly-innovative design as well as ground-breaking options for guest comfort and relaxation.

### 4 ultra-luxury ships\*

Shipyard:	<b>FINCANTIERI, Italy</b>
Gross tonnage:	<b>~64,000 GT</b>
Number of staterooms:	<b>~500</b>
Total investment:	<b>EUR 2 billion ≈\$22.6 billion USD</b>

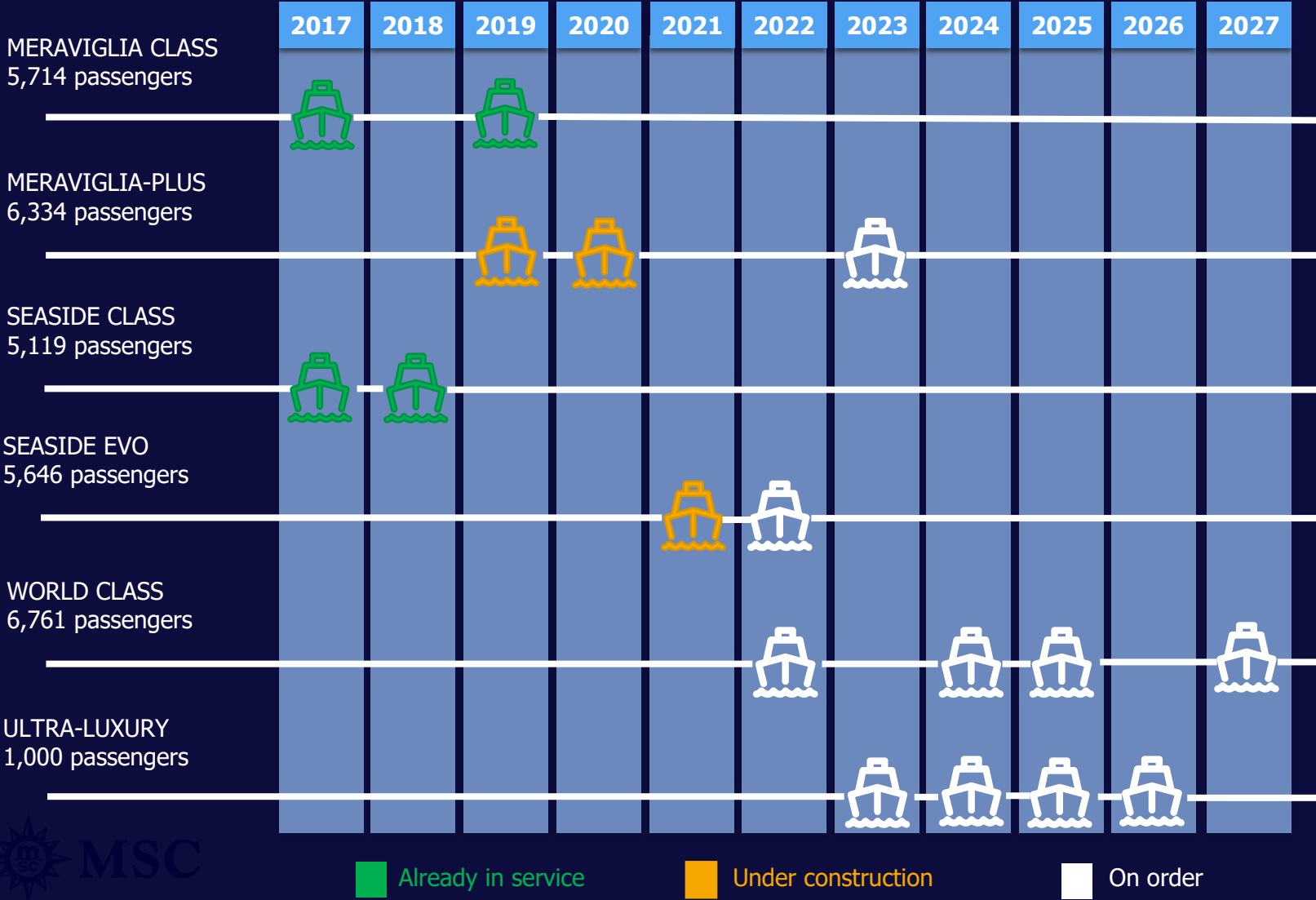
First ship to enter into service  
in **2023**

Second ship:	<b>2024</b>
Third ship:	<b>2025</b>
Fourth ship:	<b>2026</b>

\* MOA signed in October 2018

# OUR FLEET EXPANSION PLAN

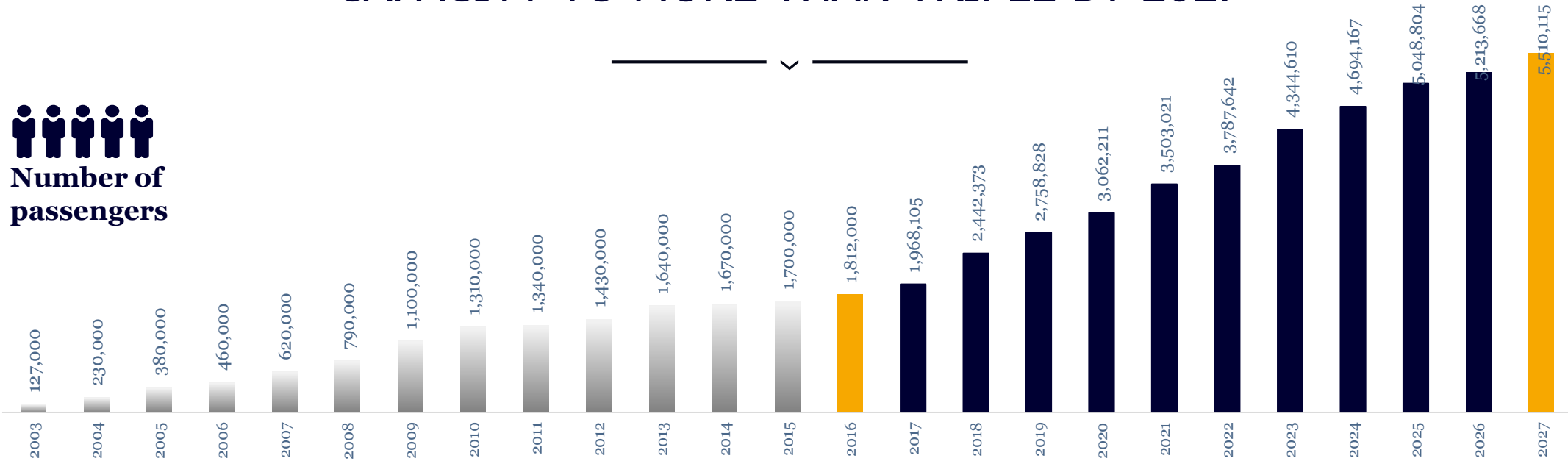
## 2017-2027: \$15.6 BILLION USD INVESTMENT



# FLEET EXPANSION TO FOSTER PASSENGER GROWTH

## CAPACITY TO MORE THAN TRIPLE BY 2027

  
Number of  
passengers



**Phase 1 (2003 – 2013)**  
12 ships – 3 ship classes

**Phase 2 (2017 – 2027)**  
17 new ships – 4 additional ship classes



Unprecedented **\$15.6 billion**  
investment to build  
**17 new ships** by **2027**



One of the most  
**modern fleets** at sea



Next generation mega-ship fleet  
to welcome  
**5.5 million** passengers by 2027

# ENVIRONMENTAL STEWARDSHIP A TOP PRIORITY

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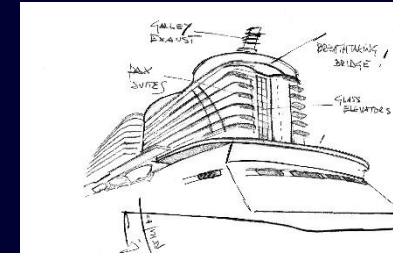
## Certifications

Meeting industry and regulatory standards



## Exhaust Gas Cleaning Systems

50% of our fleet covered



## Improved energy-efficiency

Innovative ship design and fuel-saving measures



## Waste & recycling management

State-of-the-art equipment and compacting technology



## LNG

MSC World Class  
to be powered with cleaner fuels



## Future technologies

Selective Catalytic Reduction,  
Enhanced Waste Water Treatment

# FOUR SHIPS SAILING IN THE CARIBBEAN FROM MIAMI

## FALL 2019



MSC Seaside  
Best New Cruise Ship



MSC Meraviglia  
Best New Cruise Ship



### MSC SEASIDE

**7-night cruises from Miami**

Eastern & Western Caribbean

Sailing year-round



### MSC ARMONIA

**7-night cruises from Miami**

Overnight in Cuba & Western  
Caribbean

Sailing year-round



### MSC DIVINA

**3 & 7-night cruises from Miami**

Eastern Caribbean & Bahamas

Winter 2019/2020



### MSC MERAIGLIA

**7-night cruises from Miami**

Western Caribbean

Winter 2019/2020



# OCEAN CAY MSC MARINE RESERVE

## OPENING NOVEMBER 2019



- An authentic, immersive **Bahamian experience**
- Transforming a **former industrial sand extraction site** into a **flourishing marine reserve** & private island destination
- **A pier** for the ships to dock along side the island – allowing guests to easily go back & forth throughout the day, making use of both the ashore & onboard facilities
- Late night island visits
- **7 distinct beach areas**, each with a different character & ambiance
- **Shore excursions available** – snorkel safaris, kayak tours and paddle boarding

# STRATEGIC EXPANSION AT PORTMIAMI

## BUILDING A NEW MSC CRUISES TERMINAL



**Pierfrancesco Vago**  
Executive Chairman,  
MSC Cruises

**Carlos Gimenez,**  
Mayor of Miami-  
Dade County

**Gianluigi Aponte,**  
Executive Chairman,  
MSC Group

**Juan Kuryla**  
Director & CEO,  
PortMiami

- MSC Cruises currently has three ships sailing from Miami to the Caribbean & Cuba, which will **increase to four by end of 2019**
- MSC Group Executive Chairman, **Gianluigi Aponte**, and Miami **Mayor Carlos Gimenez** signed a non-binding agreement reinforcing long-standing partnership with PortMiami
- Continue to **increase passengers** and deploy several newest and largest cruise ships to Miami
- MSC Cruises will build and operate a **new cruise terminal** at PortMiami, which will accommodate two large cruise ships simultaneously
- Will be able to accommodate ships as large as the **World Class**.

