

March 2023

ABSOLUTE YACHTS IN 36TH PLACE IN THE 2023 EXPORT CHAMPIONS RANKING

Exports continue to drive the growth in Italian GDP, sustaining the high reputation of Italian-made products around the world. **Absolute Yachts**, already included in the *Campioni dell'Export* (Export Champions) ranking in the year 2022, took **36th place in 2023**, among a total of 200 companies selected for this prestigious award. In fact, Absolute's export quota reached **89,53%**, generated by exports.

For Absolute Yachts, based in Podenzano, near Piacenza, this result is in a way a **winning position**. In fact, Absolute is the **first and only yacht builder** included in the ranking. It exports yachts of the highest quality in the Navetta, Flybridge and Coupé ranges, offering its customers the very best of Made in Italy, based on quality materials and superb levels of craftsmanship.

Campioni dell'Export (Export Champions) 2023, compiled by Italian business newspaper *Il Sole 24 Ore* and the German multinational market data platform Statista, is a list of the 200 companies with the highest export performance in 2021, taking into consideration enterprises that manufacture goods in Italy and export them internationally. To be included in the 2023 ranking, a company has to fulfil a number of criteria: a turnover of at least €1.5 million in 2021, a maximum turnover of €500 million, and a production hub in Italy. The calculation of the export share is the ratio of turnover from export activities with respect to the company's total turnover in 2021. The minimum share considered for the ranking is 31,2 per cent.

"The very high quality of the materials we use," says **Cesare Mastroianni**, Vice-president Sales & Chief Commercial Officer at Absolute S.p.A., "and the unparalleled **artisanal expertise** that has always hallmarked our products, are two components that have ensured our success on the global market, confirming just how important attention to detail is in reinforcing the reputation of Italian products."

Other important factors underpinning Absolute's success on the international market include **innovative design** to increase comfort and the quality of the on-board experience, the ability to **customise** yachts according to customer requirements, and a strong focus on **sustainability** at all stages of the product life cycle.

For Absolute Yachts, this recognition follows its success in the same ranking in 2022, as well as the awards won by its boats at the world's most important boat shows. "Our position in the *Campioni dell'Export 2023* ranking provides further confirmation that the strategy undertaken by our shipyard in recent years is taking us on the right course," says Cesare Mastroianni.

Absolute Spa designs and builds luxury yachts from 47 up to 75 feet in the Navetta, Flybridge and Coupé model ranges. The company has been founded in 2002 and it is based in Podenzano, Piacenza (Italy). Absolute is independent both financially and in management. The different phases of studying, planning, and production are developed internally thanks to the merge of high-level professional competencies in the yachting industry. Absolute is renowned internationally thanks to our network of dealers working hand in hand with the company and are committed to its principles. The shipyard is extended on a 48,000 Sqm surface, using geothermic and solar solutions that can control the environmental impact. In addition, a filtered system purifies the air inside the production site while disposable materials are managed sustainably and properly for the environment. Absolute is the symbol for experience, innovation, and practicality with yachts appreciated all around the world. Today, the company has solidified its place inside the yachting industry worldwide by winning several international awards for the design and architectural characteristics of the boats.

Website: www.absolutesyachts.com