

PRESS RELEASE

August 2026

Princess Yachts Announces New Commercial Strategy for Key Asian Markets

Plymouth, UK – 13 August 2026 – Princess Yachts today announces an important development in its commercial strategy for selected Asian markets, with the introduction of a shipyard-direct sales and service operation based in Hong Kong and formally replacing the existing distributor arrangement there.

The new approach will support Princess clients across Hong Kong, Greater China and selected surrounding markets, bringing the shipyard closer to current and future owners while providing a more direct, consistent and personalised experience across new yacht sales, ownership support and aftersales.

The shipyard-direct operation will be delivered through Princess Yachts Asia, a wholly owned subsidiary of Princess Yachts Limited. Based in Hong Kong, Princess Yachts Asia will provide clients in the region with direct access to Princess shipyard expertise across technical sales, engineering and design.

Princess Yachts would like to thank Sun Azure Nextwave for their dedication and commitment to the Princess brand throughout their time as distributor. We look forward to continuing to work closely together during the transition period, ensuring a continuity of service and support for Princess customers.

As part of the new approach, Princess will continue to maintain strong working relationships with key partners and experienced Princess sales brokers in the region, ensuring clients can continue to benefit from trusted local relationships alongside direct factory support.

“By bringing Princess closer to our clients in these important markets, we are strengthening the ownership experience and giving owners more direct access to the people, expertise and support behind every Princess yacht,” said Will Green, CEO of Princess Yachts. “Our focus is on building trust, continuity and exceptional service, ensuring every Princess owner feels supported at every stage of their journey with us.”

The new operation will be led by Adam Waters, Managing Director of Princess Yachts Asia. Adam brings significant experience of the Princess brand and the region, having previously led the successful Princess distributorship for the territory between 2014 and 2024, importing more than 145 new Princess yachts into the region.

Princess recognises the importance of providing reassurance to existing owners throughout this transition. Current Princess clients in the region will continue to receive dedicated support, with the company focused on ensuring continuity of service, clear communication and a smooth ownership experience.

To support the new operation, Princess is investing in regional capability, including experienced commercial teams, strengthened service support and technical expertise operating from a dedicated office in Hong Kong. These developments reflect Princess Yachts' long-term commitment to the region and to delivering the exceptional standards expected by Princess owners around the world.

This new commercial initiative applies to Hong Kong, Greater China and selected surrounding markets only. Princess Yachts' established, inventory holding distributor partners in Japan, South East Asia, including Thailand, Indonesia, Malaysia and Singapore, and Australia and New Zealand will continue to represent the brand in their respective markets. These long-term partners remain an important part of Princess Yachts' global distributor network.

The new Princess Yachts Asia team will be available to meet clients, partners and brokers at the Cannes Yachting Festival and Monaco Yacht Show in September and Hong Kong Boat Show in December, during what is a very exciting period for the brand as it prepares to unveil the all-new Princess X90 and other important product developments.

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Notes to Editors:

For further press information, imagery and video visit: portal.princessyachts.com

About Princess Yachts

Plymouth-based Princess Yachts epitomises the best of British manufacturing, from its quality craftsmanship, design and engineering pedigree, to the refined elegant and luxury interior styling of its craft. The result blends cutting-edge technology with traditional craftsmanship to set new standards in performance, evident across the Princess range of sophisticated F and Y flybridge motor yachts, dynamic V Class sports yachts, ground-breaking S Class sportbridge yachts, flagship X Class 'Super Flybridge' yachts, new C Class centre console powerboats and new superyacht series Princess Odyssey. The Princess reputation for design, engineering and manufacturing excellence has earned the company global appeal and established it as a truly international brand.

In March 2023, KPS acquired a controlling interest in Princess Yachts Ltd. KPS, through its affiliated management entities, is the manager of the KPS Special Situations Funds, a family of investment funds with over \$14.4 billion of assets under management (as of September 30, 2022). The KPS Funds' portfolio companies have aggregate annual revenues of approximately \$22.0 billion, operate 232 manufacturing facilities in 27 countries, and have approximately 53,000 employees, directly and through joint ventures worldwide. The KPS investment strategy and portfolio companies are described in detail at www.kpsfund.com

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Quality Assurance ISO 9001 2015



A boat has to be constructed under the highest quality control if it is to deal successfully with the tough conditions the oceans can occasionally impose. Princess construction systems are approved by Lloyd's Register Quality Assurance as complying with BS EN ISO 9001 standards. This assures the owner that his boat is built to the highest standards and represents lasting value.



In 2010 we became the first major European boat-builder to be awarded ISO 14001 in recognition of our achievements in reducing our environmental impact. We are also breaking new ground in large scale resin infusion technology, a closed moulded process which almost completely eliminates styrene emissions in the workplace and local environment.

ISO 45001 is the new ISO standard for occupational health and safety (OH&S). It has become one of the most eagerly awaited standards in the world and is set to drastically improve levels of workplace safety.



ISO 45001 is a milestone. As the world's first International Standard dealing with health and safety at work, ISO 45001, Occupational health and safety management systems – Requirements with guidance for use, offers a single, clear framework for all organizations wishing to improve their OH&S performance. Directed at the top management of an organization, it aims to provide a safe and healthy workplace for employees and visitors. To achieve this, it is crucial to control all factors that might result in illness, injury, and in extreme cases death, by mitigating adverse effects on the physical, mental and cognitive condition of a person – and ISO 45001 covers all those aspects.

Source: Organisation *for Standardisation*

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