



Freedom Boat Club Expands to Melbourne with New Franchise Location

New Ownership Group Brings World's Largest Boat Club to Central Melbourne

MELBOURNE, Australia, (October 14, 2026) – Freedom Boat Club, the world's largest boat club and a business of Brunswick Corporation (NYSE: BC), today announced the signing of a new franchise agreement that will bring Freedom Boat Club to Melbourne, marking another important milestone in the brand's continued expansion across Australia.

The new Central Melbourne location will be owned and operated by experienced boating enthusiasts and entrepreneurs Scott Page, Nic Armstrong and Rich Skilton, who will introduce the Freedom Boat Club membership model to one of Australia's premier boating markets. The club is expected to begin operations before December 1, offering members convenient, hassle-free access to a fleet of premium boats without the costs and responsibilities of ownership.

Located in Central Melbourne, with final marina arrangements currently being completed, the club's initial fleet is expected to include a range of versatile Sea Ray, Bayliner and Trophy models, including the Sea Ray SPX 230, Bayliner 705 Weekender, Trophy 24 and Bayliner C21, providing members with a variety of options for cruising, entertaining, watersports and fishing.

"Melbourne is one of Australia's most dedicated and passionate boating communities, making it a natural fit for Freedom Boat Club's continued growth," said David Kurczewski, Vice President and General Manager, Boating Services Asia-Pacific "Scott, Nic and Rich bring a passion for boating, strong local connections and a commitment to delivering exceptional member experiences. We are excited to welcome them to the Freedom Boat Club network and look forward to introducing even more Melbourne-area residents to the benefits of boating."

As part of the Freedom Boat Club network, Melbourne members will enjoy unlimited access to their local fleet while benefiting from reciprocal access to hundreds of Freedom Boat Club locations around the world. The membership-based model eliminates many of the traditional barriers to boating by providing access to boats, training, maintenance, storage and support through a simple membership program.

"Freedom Boat Club presents an exciting opportunity to help more people get out on the water and experience everything Melbourne's waterways have to offer," said Scott Page, primary operator of the new franchise. "We're thrilled to bring this proven model to the region and look forward to building a strong boating community for our members."

The announcement comes as Freedom Boat Club continues to expand its global footprint, providing accessible and convenient boating experiences for members around the world.

About Freedom Boat Club

Founded in 1989, Freedom Boat Club is the world's largest boat club, offering members access to a wide variety of boats through a membership-based model designed to make boating simple, affordable and enjoyable. With locations across North America, Europe, Australia and beyond, Freedom Boat Club helps more people enjoy life on the water while removing the traditional hassles associated with boat ownership.