The Jet Market versus the Yacht Market
Why invest in a Jet or a Yacht:

- Investment of convenience and for Business purposes
- Fly confidential
- Fly faster
- Fly flexible & closer to final destination
- Save time
- Ultimate investment of passion
- Sense of freedom & adventure
- Spend time with family & kids
- Confidentiality
- Floating Mansion
- High quality of the time spent

Market size and characteristics:

- **2007, fleet of over 14’000 jets** end of 2016 fleet of over 20’000 jets increase of ~45%
- USA remains the main market **66% of the total fleet**
- Strong growth in Asia expected over the coming years
- More and more interests for **larger jets** in 2016 it represented over 50% of deliveries
- 4 manufacturers represented **~92% of deliveries in 2016**
- Safety is the main driver of International Regulations & International Maintenance program
- Average prices are public / Day Occupancy rate generally above 50%;

- **1991, fleet of 1’403 superyachts** in 2016 fleet of 5’501 superyachts increase of 260%
- USA remains the main market (~36%); potential in Asia with increasing population of UHNWIs
- More and more interests for **larger and customs** vessels (+85% between 2006 & 2016 for 45m+ yachts)
- Cat & Mouse game with the Local regulations to keep low the maintenance cost
- Average prices are not public / Occupancy Rate rarely above 35%

Source: Ascend & BNPP & Superyacht Intelligence
The Jet & Yacht Markets

Industry drivers:
- World GDP growth
- Globalisation of trade
- Increase of number of UHNWIs
- Replacement demand
- New aircrafts programs
- World GDP growth
- Increase number of UHNWIs
- Wealth creation
- New technologies (hybrid yachts)
- Increase interest in APAC

Why finance & conditions:
- Potential customer can leverage their equities
- The Jet buyer wants to maintain as much liquidity as possible for future opportunities
- Private Jet buyer is fully invested
- Financing almost always in USD
- Clients need to open an account with us and bring AuM in our books
- Looking for expertise and support
- The Yacht buyer wants to maintain as much liquidity as possible for future opportunities
- Yacht buyer is fully invested
- Financing almost always in EURO
- Clients need to open an account with us and bring AuM in our books

Source: Ascend & BNPP & Superyacht Intelligence
How do Jets and Yachts complement each other?

As many owners will know, a private jet and a superyacht are the perfect pairing allowing their owner the freedom to go wherever they want whenever they want.

The private jet industry can provide the yacht industry with potential buyers and vice versa as 100% of superyachts buyers are jets owners or users.

In terms of technology evolution and materials (fiber-glass, carbon-fiber) usage each industry can provide support to each other. In fact, weight and consumption reduction is as much important for the yacht industry as for the jet industry to reduce emissions.

Asia is a leading market in the future with both industry chasing the same clientele (UHNWIs)
## Private Jet vs. Yacht

| Private Jet                                                                 | Yacht                                                                 |
| Adam many owners said: “Once you have tasted the pleasure and convenience of travelling by private jet, it is difficult to fly commercial again.” | “Once you have tested the privacy and the set of activities during your cruising time, it is difficult to cruise differently or rent a house in place of.” |

But the private jet industry is much more matured, much more regulated with much more clients. **4 times more**! Is it a question of price? **NO** Is it a question of transparency **May Be** Is it a question of Regulations **No** Is it a question of added value **Yes** Is it a question of Image? **Yes**