



CONNECT. ENJOY. JUST BE.

**DRIVING GUEST EXPERIENCES TO THE
NEXT LEVEL**



THE MSC GROUP

MASTERS OF THE SEAS



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 **~USD 25 billion**



Terminal Investment Limited

2



MSC CRUISES: EXPANSION AND GROWTH

AN ESTABLISHED BRAND WITH A GLOBAL FOOTPRINT

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

#1 world's biggest privately owned cruise line

#4 largest cruise company by capacity

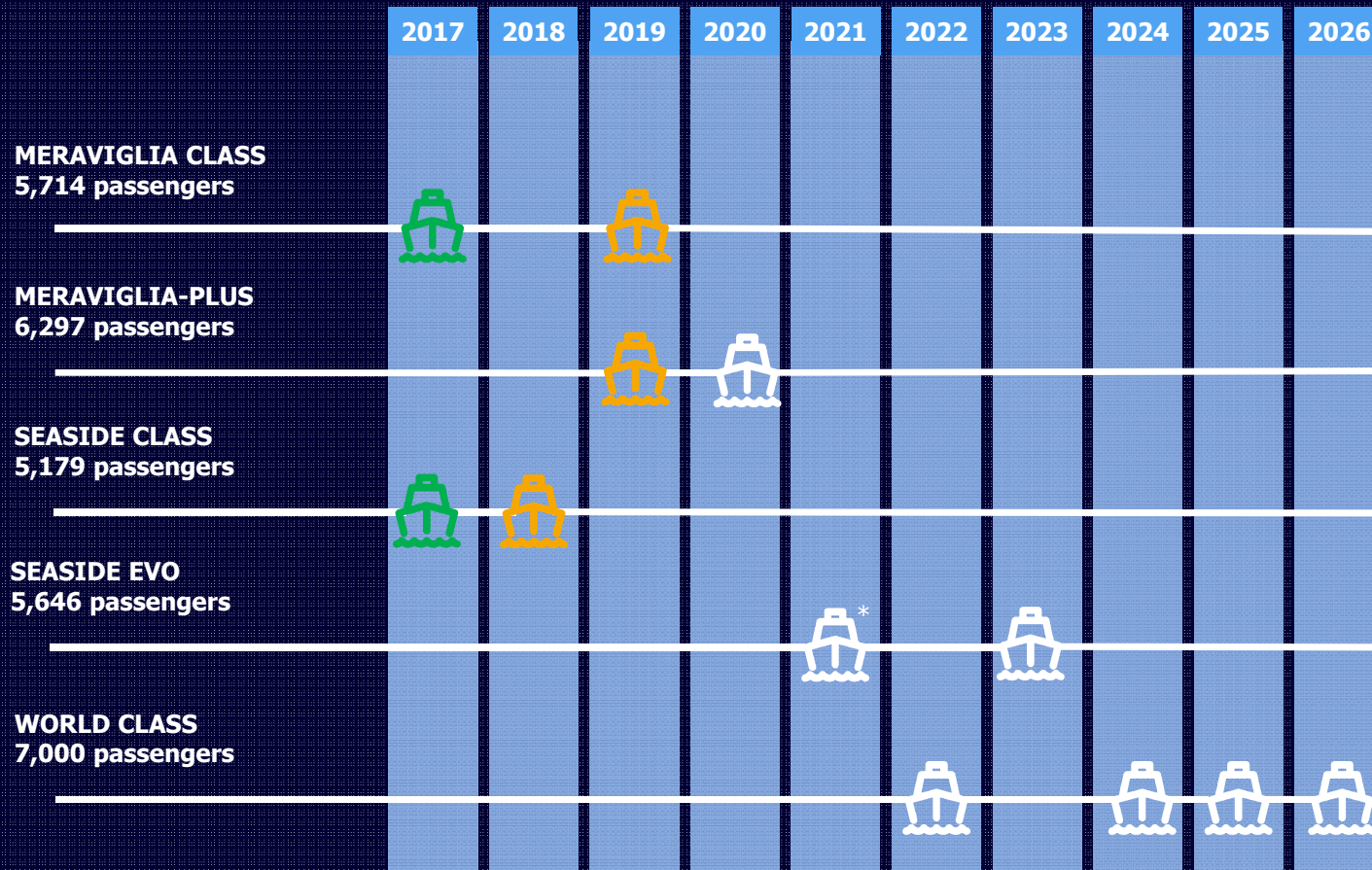
#1 cruise brand in Europe and South America

800% growth in the first 10 years

x3 capacity to nearly triple by 2026 (already x2 by 2020)

A SUCCESS STORY

PHASE 2: INDUSTRIAL PLAN FOR 12 ADDITIONAL SHIPS



€10.5 billion investment

The highest number of ships on order worldwide

* Formerly an option for a third Seaside ship

■ Already in service

■ Under construction

■ On order

CRUISE SHIPS ARE NOW “SMART” CITIES AT SEA

SOME CURIOSITIES



20.000
MEALS
SERVED PER DAY PER SHIP



~ 5.000
GUESTS
WELCOMED PER WEEK PER SHIP



18
DECKS ON
THE SHIP

2.200
PAX CABINS
PER SHIP



8 years
PAYBACK TIME



~ 1.500
CREW MEMEBERS PER SHIP



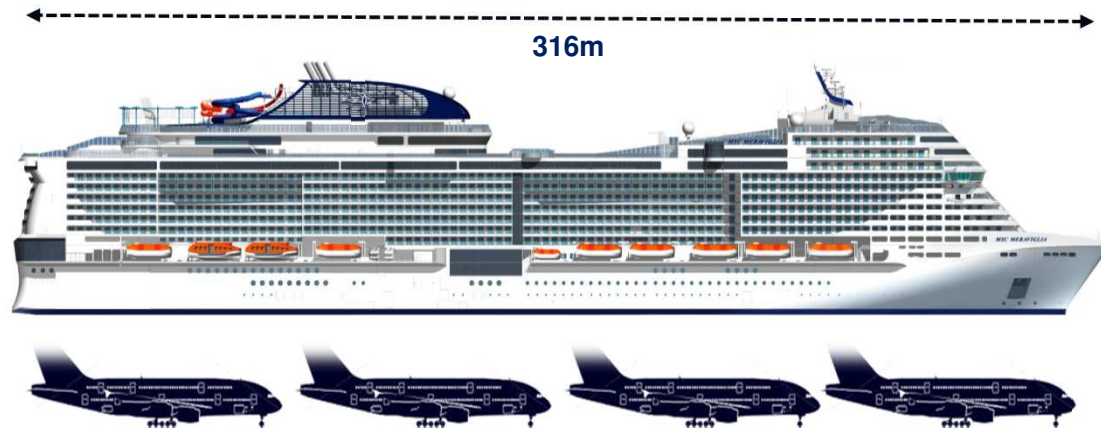
33.000mq
PUBLIC AREAS PER SHIP



1.500km
CABLING ON THE SHIP

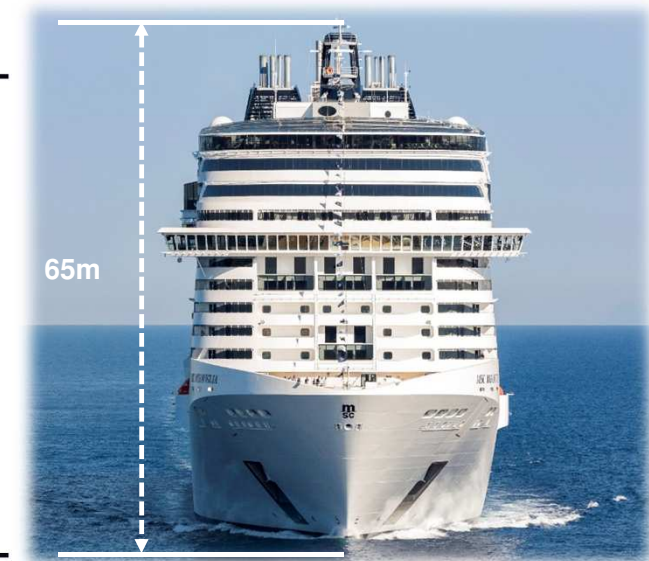
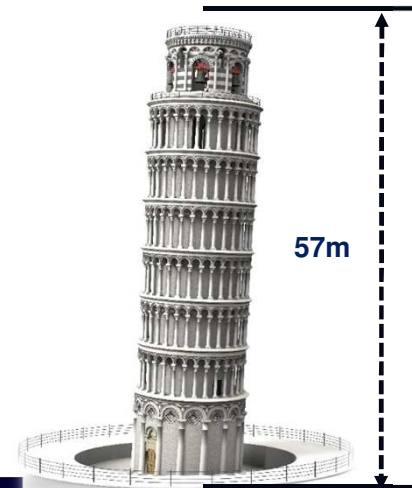
PUTTING OUR EXTRADIMENSIONAL SHIPS INTO PERSPECTIVE

MSC MERAVIGLIA



MSC Meraviglia is more than **4 times** longer than the world's largest passenger airliner

MSC Meraviglia is **taller** than the **Tower of Pisa**



CONNECTED CRUISE EXPERIENCE



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**Smart features already live on MSC Meraviglia & MSC Seaside
for a fully optimized holiday experience**



Navigation:
The digital way
finder



Organiser:
24/7 Planning
and booking
tool



Capture:
Digital immersive
discovery technology



TailorMade:
Digital personal
advisor for tailored
recommendations



Concierge:
Real time access to
full-trained staff

MSC FOR ME: MAIN FEATURES (EXAMPLES)



Wayfinding

- Localize yourself on the ship
- Navigate to your point of interest



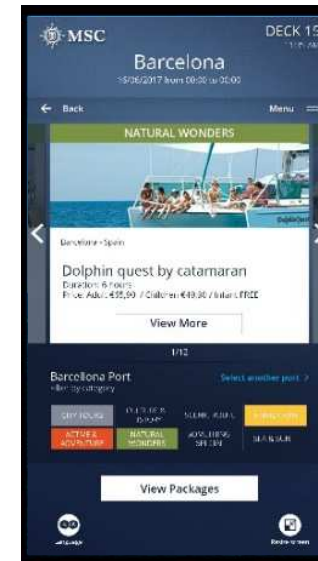
Information on board

- E.g. Shore Excursions
- Browse Tours Catalogue
- See Excursions Info
- Purchase your Excursion



Reservation

- E.g. Daily Program
- Browse activities
- Save events in your Agenda



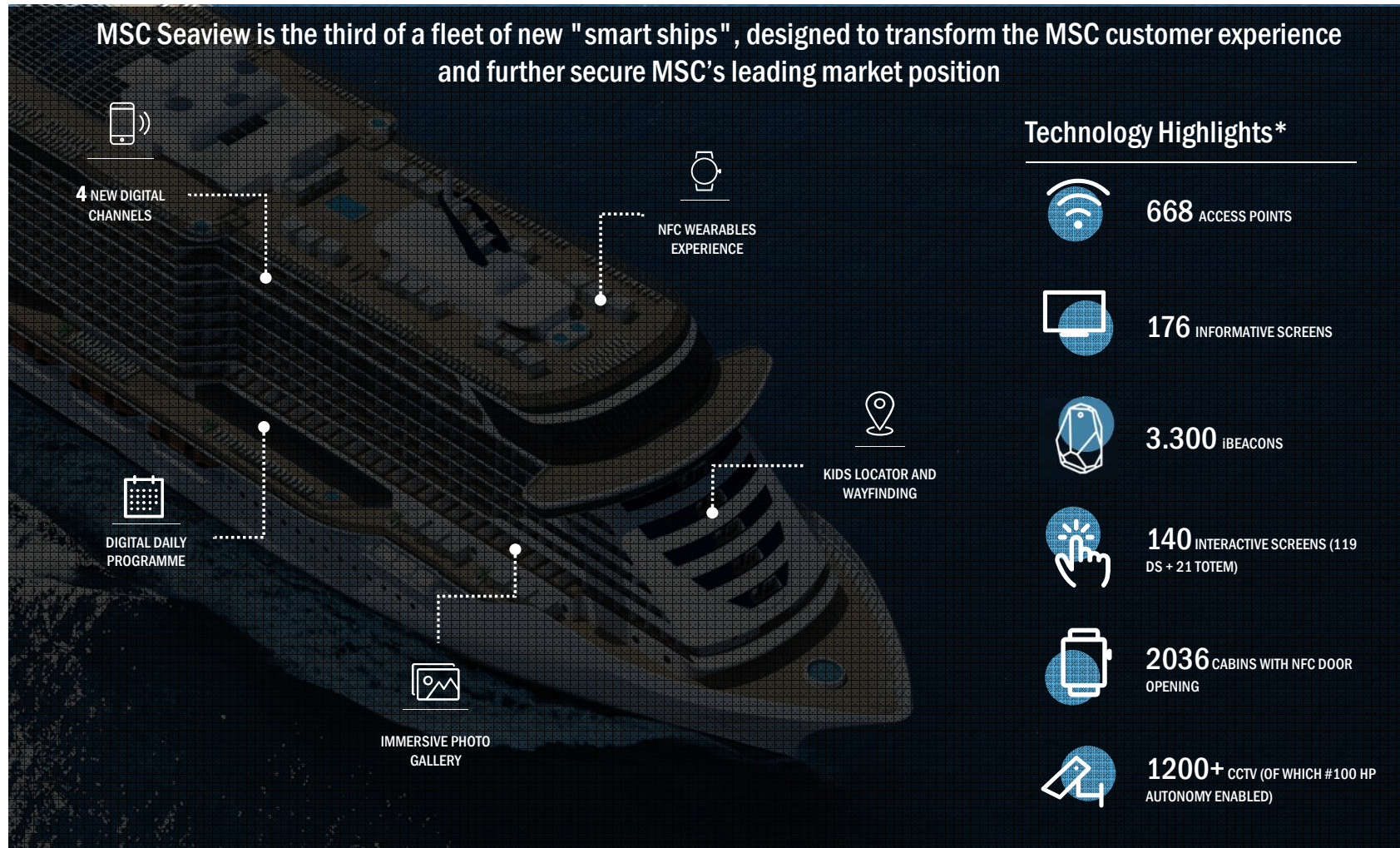
Kids Locator

- Localize the position of your kids
- "Drive me to my kid" function (wayfinding)



only available on MSC Meraviglia & Seaside

CREATED A RICH ENVIRONMENT FOR INNOVATION





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