

HanseYachts

Aktiengesellschaft



News from the Bridge!

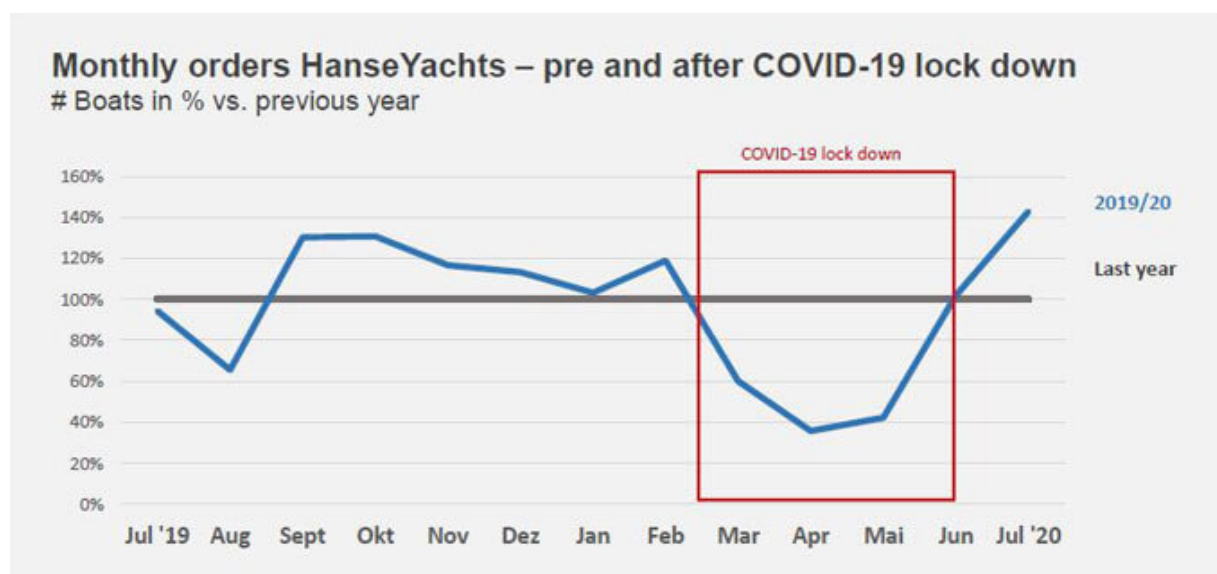
Dear investors, interested parties and water sports enthusiasts,

For half a year, the Covid-19 pandemic has shaped our lives and the course of business at HanseYachts AG. It is therefore time for us to give a summary on all effects and knowledge we have gained from the new situation.

The most important things first: there has not been a single Covid-19 infection among our employees in all of our four factories in three countries. Since February, very strict rules for the protection of employees and visitors have been put in place, which have to be adhered to. For example, visits to the factory buildings during production times have been prohibited, working from home has been encouraged whenever possible, and much more. We thank all our employees for their understanding and their discipline in abiding by our health measures.

And now regarding the consequences of the pandemic:

Incoming orders



During the lockdown between March and May 2020 we all had more pressing concerns than to consume luxury goods. As ports and borders were effectively closed for three months, worldwide sales came to a near standstill. Order intakes before and after the lockdown period, for instance in February and in July, were

considerably higher than in the previous year. Nevertheless, our production could be maintained throughout, due to a record order backlog of €81.7m and €17.8m right before the lockdown in March. Only a handful of constituent orders were cancelled. The effects of the low incoming orders during the three months of lockdown could only be seen time-displaced in summer, after the book of commissions for March had been produced. From June until late September, some units have therefore worked short-time, others have continued to build boats. Since June, the level of incoming orders is again considerably higher than during the previous year's period. At the moment we hence expect production to go back to normal in all production belts from 1st October, and at high speed at that.

Costs

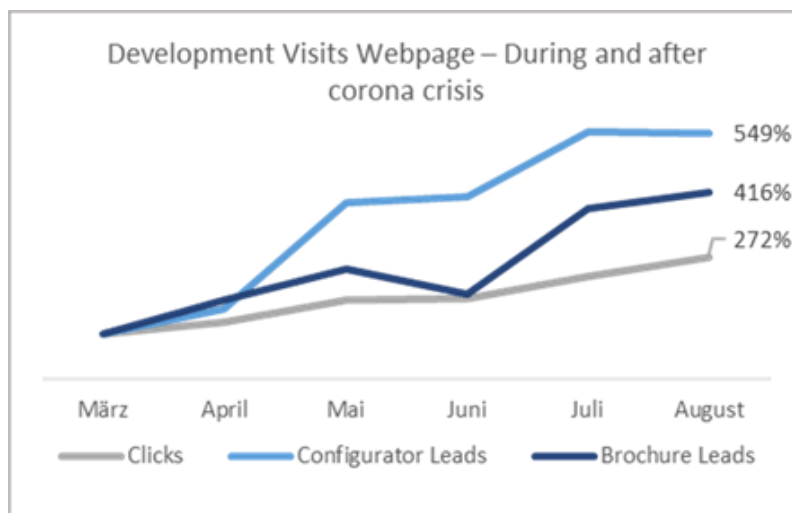
The pandemic has left marks in our cash situation: Since March, employees were absent unscheduled. Frontier commuters could partly not come to work at all. Child care had to be organized due to closures of schools and day care centres. Employees needed to go into quarantine after being abroad or due to other reasons. The missing employees resulted in a faltering belt flow. Our suppliers are located all over Europe and trans-border goods traffic could not move forward. We have greatly enhanced our storage capacities in order to keep production flowing. However, we could not accomplish this for all 6,000 pieces, of which an average boat is built. Missing parts also contributed to the faltering belt flow. Our company operates in different countries and our employees could only supervise their area of responsibility in other countries via distance communication or not at all. The situation has finally partly returned to normal and we expect our belts to run smoothly again starting in October.

Delivery

We had to accept some delays in the delivery of our boats due to missing parts and missing employees. All our customers have shown nothing but understanding for this situation, for this we thank them dearly. We also expect punctuality in deliveries to return to the pre-lockdown level in October.

Digitalisation of boat shows

More than 50 boat shows had to be cancelled worldwide so far. Traditionally, a large proportion of boats are sold at boat shows. We have reacted to the new situation immediately by intensively digitalising. Our Marketing team has been working on strengthening alternative sales channels since the beginning of the crisis, and all results have so far been very satisfactory. We can reach this conclusion by regarding the increasing online demand on our websites: Online clicks have been tripled, brochure requests have been quadrupled and appointment enquiries have increased more than fivefold.



Boat shows are now taking place online and we organised the Sales training for our global dealer network virtually for the first time. An exciting experience, which resulted in much positive feedback and the wish of

many to do it again soon.



Despite all difficulties and challenges of the past months, HanseYachts AG mainly takes chances and potentials from the crisis.

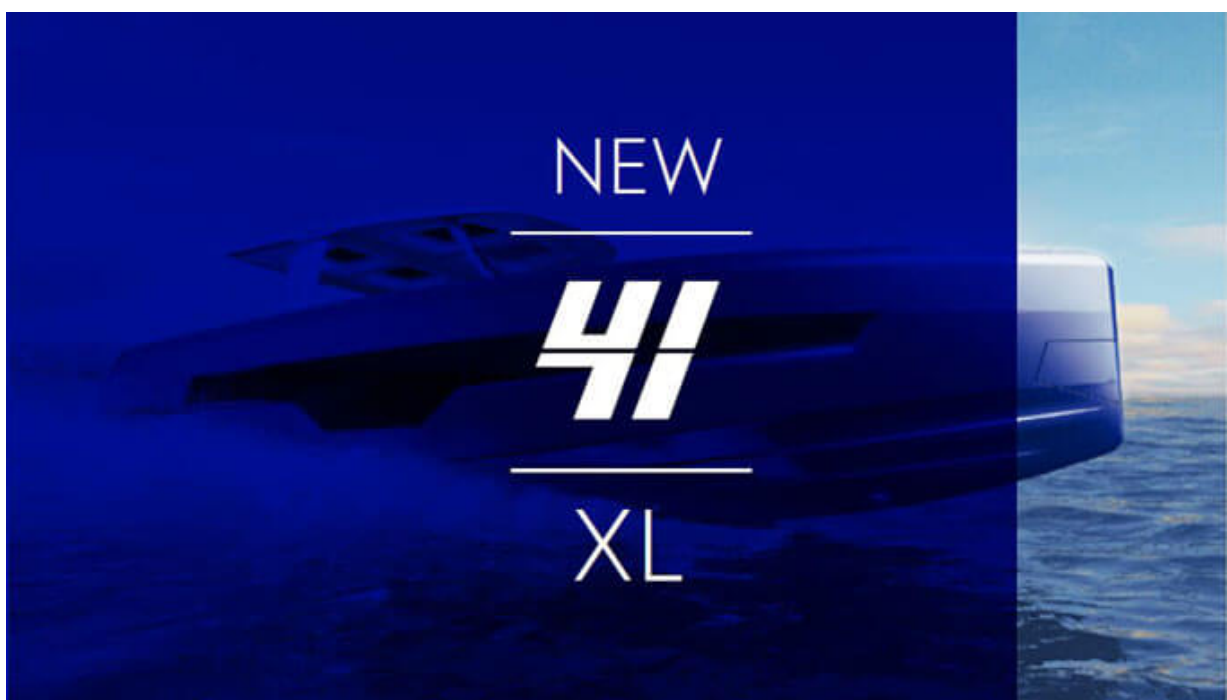
The stricken cruise ship industry and large hotels will have problems with the acquisition of new guests, not least because appropriate flights will not be as readily available as before the pandemic. Owning a boat could be the alternative for many, as owners and their families are safe on the water. At the same time, luxury has not to be missed on our yachts. The money saved from cancelled long-distance travel could well be invested in an own yacht, especially by the nautically interested.

HanseYachts AG will also relate the current situation on 25th September 2020 at the Baader Bank Conference 2020, which is also broadcast online and is open to all those interested. We are looking forward to an exciting event!

21 – 25 September 2020
Hotel Sofitel
Munich Bayerpost

No.2
EXTEL: Pan European
Broker Conference 2019

CONFERENCE
BaaderInvestment



Your very own masterpiece – The new Fjord 41 XL

Unique like you. Flexible like your ideas. The new FJORD 41 XL takes yacht customisation to a new level. The design of your personal powerboat is now entirely in your hands. Become a yacht designer with the specially developed 3D module configuration. Give your FJORD yacht your very own touch and combine the numerous furniture, layout options and colors. Create your individual masterpiece and view your work from every angle. Enter into the next dimension of yacht design with a click on our brand new 3D configurator now.

<https://www.hanseyachtsag.com/fjord/gb/boats/fjord-41-xl/configurator/new-boat/>

Created by top yacht designers Patrick Banfield and Franck Darnet, the FJORD 41 XL is all about the original FJORD DNA. A higher freeboard maximises the space below deck and creates more headroom throughout the living area. The extra large hull windows provide plenty of light in the cabins. The iconic design is crowned by the world's largest T-top on deck which can shade the entire cockpit on sunny days.



Showdown in the Bay of Kiel

For the "Oscar of the boatbuilding industry" our new Moody Decksaloon 41 took part in the big sailing test. In the category "Luxury Cruiser" of the "European Yacht of the Year Awards 2021" she set sails from the Olympic harbour in Kiel-Schilksee into the Bay of Kiel together with the nominees Contest 55CS and the Hallberg Rassy 40C. The EYOTY jury, consisting of representatives of leading European sailing magazines, came together from Germany, Norway and Italy, among others, to judge the three favourites. During two days of testing and under best conditions, the journalists put the luxury yachts through their paces.

Which of the sailing yachts will claim the globally important award for itself will be revealed in January at boot Düsseldorf 2021.



Pure summer feeling

Immerse yourself in the endless summer aboard the new Moody Decksaloon 41. In our brand new image film the luxury cruiser on the Flensburg Fjord shows its unique qualities. Let the blue water yacht fascinate you on a relaxed cruise and enjoy the boundless freedom on board. "Cast off the lines!" - with just one click on our film:

http://bit.ly/MoodyDS41_Film

With this overview of the current events and in anticipation of the imminent release of the annual financial report 2019/20 we say goodbye and see you again in the next edition.

Stay healthy – see you on the water!

Yours HanseYachts AG - Team,

Dr. Jens Gerhardt and Sven Göbel

More Investor Relations information can be found [here](#)

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