



**MSC CRUISES: BRINGING
EXCELLENCE TO DINING AT SEA**

MSC CRUISES AT A GLANCE

- World's largest privately-held cruise line
- Market leader in Europe, South America and South Africa
- Swiss-based, founded in 2003, already the fourth largest cruise company in the world
- The youngest cruise fleet at sea
- Seven next-generation cruise ships to come into service by 2021
- FY 2015:
 - +10% sales growth Y.o.Y,
 - 1.7m guests welcomed aboard
 - Above market growth rates in key markets



ON-GOING GLOBAL REACH EXPANSION

CARIBBEAN

- MSC Divina now year-round from Miami
- MSC Seaside to be based out of Port Miami from December 2017
- Additional Caribbean itineraries and options, including Cuba, through MSC Opera + MSC Armonia, from December

SOUTH AMERICA

- Further strengthened leadership throughout the region

DUBAI, ABU DHABI & OMAN

- Deployed even more capacity, with MSC Fantasia

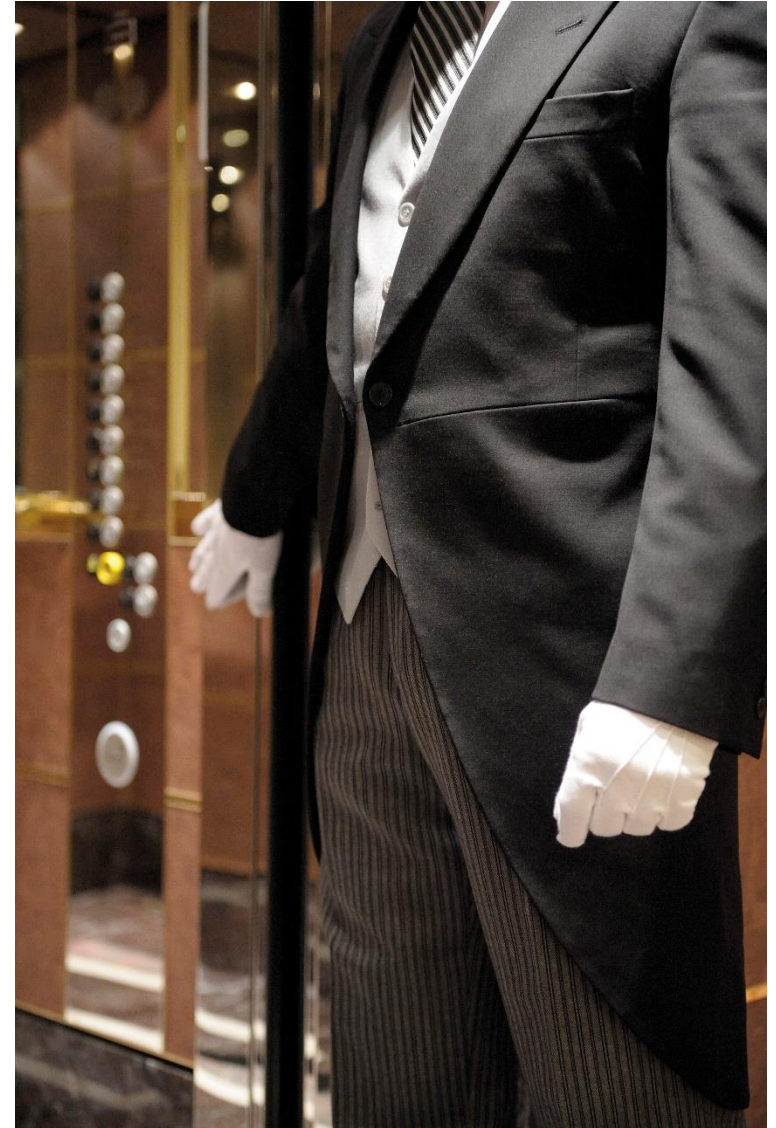
CHINA

- MSC Lirica based in Shanghai from May



WHAT DISTINGUISHES AN MSC CRUISE

- The elegant side of the Mediterranean lies at the heart of the MSC Cruises experience
- A passion for the sea from 300 years of seafaring tradition
- Serving five continents so MSC Cruises guests can discover the world
- The youngest fleet at sea with an average age seven years
- Comfortable accommodation with family friendly options
- All MSC Cruises' ships offer a wide range of dining options with Mediterranean and international cuisines featuring local specialities
- Broadway-style entertainment and exclusive world-class productions, all created by leading specialists
- Luxurious relaxation and rejuvenation from the MSC Aurea Spa
- Impeccable service and high-level expertise



STRATEGIC PARTNERSHIPS

Strategic approach that brings together the expertise of MSC Cruises with that of other leaders in their fields

MSC Cruises: Masters of the Sea

- 300 years of seafaring tradition
- Passion for creating unique experiences
- Meticulous attention to every detail and commitment to excellence

Our Partners: World-Class Experts

- Best-in-class in their field
- Internationally recognised
- Award-winning companies, brands and professionals



CIRQUE DU SOLEIL



COMBINING STRENGTHS WITH WORLD-CLASS PARTNERS

World-class partnerships deliver unique onboard experiences

- **Wellness Experience powered by Technogym** – working with the world's leading wellness company to deliver a best-in-class, 360° personalised experience, exclusively available to MSC Cruises guests
- **Cirque du Soleil** - eight new exclusive shows performed in €21m co-designed aft lounges on all four Meraviglia and Meraviglia-Plus generation ships
- **Samsung** - building together the new standard in smart ships for the entire fleet
- **LEGO Group** – joined forces to help make magical memories for families with children with LEGO® playrooms and entertainment options



A PASSION FOR FOOD



- Inspired by MSC Cruises' Mediterranean heritage
- Strong commitment to fine dining and giving guests exclusive gourmet experiences and a wide range of dining options
- Currently already working with three other internationally acclaimed chefs, each bringing unique, world-class fine dining expertise

CURRENT PARTNERSHIPS WITH THREE INTERNATIONALLY ACCLAIMED CHEFS AND OTHER CULINARY PARTNERS



CARLO CRACCO

- Two-star Michelin chef, progressive Italian cuisine
- Partnered with MSC Cruises since 2013
- Creates special Christmas and New Year menus for the fleet



JEAN-PHILIPPE MAURY

- French chocolatier and award-winning pastry chef
- High-profile presence on Meraviglia-generation ships and new dessert offerings on MSC Divina



JEREME LEUNG

- Acclaimed Chinese chef globally recognised for contemporary Chinese cuisine
- Tailoring the dining experience onboard MSC Lirica to meet needs of Chinese guests



- The world's largest Italian marketplace
- Guests can explore, taste, buy and learn about the finest Italian-inspired Mediterranean cuisine



INTRODUCING CHEF ROY YAMAGUCHI

- Award-winning pan-Asian chef
- An international culinary pioneer and visionary
- Founder of 30 Roy's Restaurants
- Popular TV host for global cookery show (60 countries)
- Published four successful cookbooks



BRINGING PAN-ASIAN FINE DINING EXPERTISE TO MSC CRUISES' GUESTS



- Chef Yamaguchi will have a significant presence on MSC Seaside – one of MSC Cruises most innovative new ships, homeporting out of Miami as of December 2017
- MSC Seaside will feature nine eateries and speciality restaurants featuring cuisines from all around the world including:
 - The pan-Asian restaurant designed in partnership with Roy Yamaguchi
 - A luxury fish restaurant with chef's table
 - A world class international steak house with beef dry-aged onboard

CONCEPTUALISING AND DESIGNING EVERY ELEMENT



The new pan-Asian restaurant will feature:

- Four Tepanyaki grills to provide a true dining spectacle
- A sushi, sashimi and raw bar
- A la carte dining with gourmet pan-Asian dishes

Chef Yamaguchi is:

- Partnering with the architects to design the restaurant space
- Selecting every element to create the perfect ambiance – the china, the wine pairings, music, even the paper stock for the menus
- Training MSC Cruises' chefs and service staff on his specific cooking methods and presentation

EXCLUSIVE COOKING DEMONSTRATION

- Experience a taster of the pan-Asian dishes that MSC Cruises guests will enjoy with a cooking demonstration by Chef Roy Yamaguchi
- See you in Room 316 at 11.30am

