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Axopar Boats invests in Agapi Boat Club to establish premium membership boat clubs worldwide

Axopar Boats Oy, the Finnish boat company that has rapidly become a global success story and the biggest outboard boat manufacturer in the Nordics, invests in Swedish Agapi Boating AB, which, over the last six years, has created a unique boating experience for its members through Agapi Boat Club.

With this investment, Axopar Boats is taking a 10% stake in Agapi Boating, becoming one of its larger shareholders with an option to increase its ownership in the future.

Within the strategic partnership, the new Axopar - Agapi Boat Club will be established, offering a unique premium membership experience that will enable access to boating on a global scale, without the need to own your own boat. For the first time ever, boaters can, with one membership, gain access to a fleet of boats in any one of the Axopar - Agapi Boat Club locations around the world.

Axopar, together with the Agapi Boat Club, aspires to offer unique opportunities to go boating even in the farthest corners of the globe and the Axopar dealerships will be the foundation for the expansion of more Axopar – Agapi boat clubs in the future. The potential market growth is not only in selling boats or club memberships but the combination of both.

Jan-Erik Viitala, Founding Partner of Axopar Boats, states: "This is the perfect opportunity for our network of 110 dealers in over 50 countries to expand their businesses, utilizing their existing fleet of boats to reach out to curious new boaters. The boat clubs will also be beneficial for our existing +5500 Axopar owners around the world who can also sign up for a membership that takes their adventures even further. Working closely together with Agapi, we aspire to take boating to a new level of experience and adventure while expanding our brand to a new community of Axoparians globally. Our mutual mission is to bring more people out on the water."

Peder Asplund, Founding Partner and CEO of Agapi Boat Club, states: "This partnership is simply a great match of two pioneering and innovative companies combining their strengths in a unique way. Axopar is a dream partner as their company values and brand DNA are completely aligned with ours. Together, we will not only bring adventure boating to a new level, but also accelerate the transition towards more sustainable boating. With our common focus on E-power and the development of Axopar's smaller range of electric boats will give our members the possibility to choose the most sustainable alternative for their trip. This is simply the future of boating today."

Axopar – Agapi Boat Club will announce the international roll-out plan at the Cannes Yachting Festival in September 2023.

Caption: Peder Asplund, Agapi Co-founding Partner & CEO and Jan-Erik Viitala, Axopar Co-Founding Partner.

About Axopar Boats

Axopar, the adventure company, is one of the fastest-growing boat brands in the world. The success derives from the "one boat, one world" concept. It stands for boats that are multi-functional and accessible for the many, anywhere around the world. As a forerunner committed to continuous innovation, the company listens to its global community of Axoparians and shares the same respect and passion for nature. Axopar's mission is to open new perspectives by bringing people out on the water and creating boats that make waves in the boating industry.

www.axopar.com

About Agapi Boat Club

Agapi Boat Club is a part of Agapi Boating AB, a privately owned company founded in 2006 by Peder Asplund and Alejandra Levinas Asplund, with its Headquarter in Stockholm. Since its early days, Agapi's vision has been to create a new type of boating life focusing on freedom, simplicity and sustainability. The membership boating offer became the main focus of the company in 2016 and is now a club concept that offers a dream boating life with access to a best-in-class fleet accessible in the most attractive harbours. Agapi Boat Club is currently established in six countries with its biggest operation based in Stockholm and Palma de Mallorca.
www.agapiboatclub.com

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