

NIMBUS GROUP

PRESS RELEASE

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NIMBUS GROUP AND SAILTIME TO INTRODUCE AQUADOR BRAND BOATS IN THE US

Nimbus Group (publ) is set to introduce its Finnish brand, Aquador, to the North American market this January 2024. The launch is in collaboration with PowerTime Boat Club, a division of the SailTime Group LLC, a nationwide company specializing in shared usage of recreational boats as well as traditional retail operations. PowerTime will extend its Aquador offering to encompass 10+ locations, spanning eight states across the United States. At these locations, the Aquador boats will be sold into the PowerTime fleet for the shared usage program, as well as to retail buyers.

"We're thrilled about our partnership with Nimbus Group, introducing Aquador boats to our fleet. These cabin cruisers are a perfect addition to our fleets, premiering at PowerTime Charlotte Harbor, in Punta Gorda, FL", says Todd Hess, CEO, The SailTime Group LLC.

The Aquador brand has traditionally held a strong position in northern Europe, and Nimbus Group sees great opportunity for the boats to succeed in the North American market, which is the world's single largest power boat market. Last summer, Aquador launched an entirely new generation of boats in what was the brand's most extensive product renewal in 20 years. This significant investment in the brand has primed their product offering for the US market, showcasing strong growth potential. The new range of boats has been very well received and the respected British boating magazine, Motorboat & Yachting, recently named the new Aquador 300 HT as one of the finalists for the magazine's prestigious Motor Boat of the Year Award 2024.

"The collaboration with SailTime is mutually advantageous, as it allows PowerTime to exclusively feature a boat that complements their fleet perfectly, while simultaneously providing Aquador with a swift and extensive market entry across significant regions of the USA," says Michael Bohm, Nimbus Group CMO.

The debut of Aquador Boats in the US is expected to take place at the St. Petersburg Boat Show this January.

Nimbus Group is strategically focused on growth, with a key pillar of this strategy being the expansion of the company's brand presence through an expanded network of retailers worldwide.

For more information, please contact:

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About Nimbus Group

Nimbus Group produces and markets powerboats which includes the brands Alukin, Aquador, Bella, Falcon, Flipper, Nimbus and Paragon Yachts. Sales are made through dealer networks and the largest markets are the Nordic region, Europe and the USA. During 2023, the Group strengthened its position on the important North American market through the acquisition of the premium powerboat manufacturer EdgeWater Power Boats. In 2022, the Group had sales of SEK 1,751 million and 391 employees. Operations are conducted in Sweden, Finland, Poland, England, Norway and the USA.

Nimbus Group has been listed on Nasdaq Stockholm First North since February 2021. For more information, see www.nimbusgroup.se

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Attachments

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