



GRAND BANKS

**FOR IMMEDIATE RELEASE**

## **Momentum Continues at GB Marine Group with New Global Chief Marketing Officer**

*Marketing leader Lynn Fischer joins luxury yacht builder GB Marine Group as Global Chief Marketing Officer, supporting a new era of innovation, expansion, and brand growth for Grand Banks and Palm Beach Motor Yachts.*

**Stuart, Fla., April, 2025 – Grand Banks Yachts Limited (GBY:SP)** GB Marine Group, designer and builder of the iconic Grand Banks and Palm Beach Motor Yachts brands, is excited to announce the appointment of Lynn Fischer as Chief Marketing Officer. On the heels of successful new product introductions, a recent 114,000 square-foot factory expansion, and ongoing strategic investments in brand presence and owner services, CEO Mark Richards recognized the importance for a veteran U.S. based brand strategist.

In this newly created role, Lynn will spearhead the company's marketing efforts, working closely with Richards to expand the brand, deepen client engagement, and further strengthen the company's reputation for performance, design excellence, and a world-class owner experience.

Lynn brings a track record of building transformative brands at the forefront of innovation. Most recently Chief Marketing Officer at Vista, one of the world's largest private aviation companies, she has led marketing for organizations redefining industries—from reshaping urban mobility to elevating global private travel. Her expertise spans premium and luxury sectors, with a deep focus on brand building and customer-first experiences and benefits.

"GB Marine Group is not only a heritage builder—celebrating nearly 70 years of Grand Banks Yachts and 30 years of Palm Beach Motor Yachts—it's a company at the forefront of next-generation yachting," said Lynn. "From its ocean racing-inspired manufacturing approach that redefines performance and fuel efficiency, to its use of advanced technology and materials, GB Marine Group is pushing the boundaries of what's possible on the water. Just as important, the company delivers a premium ownership experience that's deeply personal and service-driven. It's a privilege to join Mark and the team in bringing this exciting story to life and shaping a brand that reflects the innovation, craftsmanship, and forward-thinking values that define this extraordinary company."



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Lynn's appointment comes at a pivotal and exciting time for Grand Banks and Palm Beach Motor Yachts, as the company accelerates into a new era of growth and innovation. With groundbreaking new products on the horizon, a major expansion of its state-of-the-art manufacturing facility, and strategic property acquisitions designed to enhance brand presence and owner services, the momentum across the business is undeniable. In her role, Lynn will oversee brand strategy, digital and content marketing, global campaigns, customer insights, and the continued evolution of the owner experience program—further enriching what it means to be part of the Palm Beach Motor Yachts and Grand Banks families. Her leadership will also support the expansion of the company's factory-direct sales model, reinforcing the company's commitment to delivering a seamless, elevated, and brand-led journey from first inquiry to lifelong ownership.

"We are thrilled to welcome Lynn to the GB Marine Group," said Mark Richards. "Her deep expertise in building aspirational brands and delivering personalized client experiences will be instrumental as we bring even more exciting new products to market, expand our global footprint, and evolve our factory-direct strategy. Lynn shares our passion for design, performance, innovation and owner satisfaction—and I look forward to the energy and insight she'll bring to our family of brands."

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### **ABOUT PALM BEACH MOTOR YACHTS**

*In 1995, Mark Richards launched a boat building business in Palm Beach, on the Northern Beaches of Sydney, New South Wales, Australia. His goal was simple, to build "a yachtsman's power boat." Drawing from his experience as an elite ocean racing champion and racing yacht builder, he designed and developed a motor yacht that combined timeless aesthetics with modern features, ensuring comfort, safety, and readiness for adventure. The result, the PB38, was an instant success and became the catalyst for the creation of Palm Beach Motor Yachts.*

*Today, this brand is a globally celebrated, award-winning yacht manufacturer. The company boasts an impressive line-up of 35 different model variations across its Classic, GT and now the GT RS series. The Classic models include the PB42, PB45, PB50, PB52, PB55, PB65, PB70, PB85, PB101, and the recently announced PB107. The GT models comprise the GT50, GT60, and GT70, and now the GT RS models comprise the GT50 RS, GT60 RS, and the GT70 RS.*

*Throughout this journey, Mark Richards has adhered to a guiding philosophy: to provide customers with products that are as close to perfection as humanly possible. Palm Beach Motor Yachts' success is driven by its proprietary V-Warp® Technology, a revolutionary*



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*design and construction process derived from Mark Richards' experience as an ocean-racing champion and shipwright. This innovative technology features a warped, semi-displacement hull form and extensive use of carbon fiber, establishing a new industry benchmark for power-to-weight ratio. This design achieves class-leading speed and performance, along with exceptional fuel economy. Additionally, it substantially fuel an energy consumption resulting in less carbon emissions required to propel these luxury motor yachts.*

*In 2014, Palm Beach Motor Yachts was acquired by Grand Bank Yachts Limited (GBY:SP), a publicly traded company on the Singapore Stock Exchange. Today, Mark Richards serves as the CEO, Chief Designer, and a major shareholder. The company operates a shipyard in Pasir Gudang, Malaysia, and a sales and service headquarters in Stuart, Florida. Additionally, it maintains seven other service and sales offices globally, located in North America, California, Europe, Asia, New Zealand, and both Sydney and the Gold Coast in Australia.*

**For more information, visit [www.palmbeachmotoryachts.com](http://www.palmbeachmotoryachts.com)**

### **ABOUT GRAND BANKS**

*Since its founding in 1956, Grand Banks Yachts has revolutionized luxury long-distance cruising around the globe. The company is renowned for pioneering the trawler cruising yacht market with the introduction of the original pocket cruiser Grand Banks 36 in 1965 and set forth to define this market for decades. This trail blazing continued with the launch of the Eastbay series in 1993, which introduced the first production Down East inspired cruising range with the instantly popular Eastbay 38. This model offered a fashionable, speedy top end and a comfortable experience to the recreational yachting world. Almost 70 years later, Grand Banks Yachts continues this rich legacy of innovation in yacht design and manufacturing with the introduction of Grand Banks' proprietary V-Warp® Technology. This advanced design and manufacturing process draws inspiration from the remarkable achievements in elite ocean yacht racing, providing significantly superior fuel efficiency and industry leading performance. It significantly reduces fuel and energy consumption, resulting in less emissions required to propel our motor yachts.*

*Grand Banks Yachts boasts an impressive portfolio of highly customizable and fuel-efficient motor yachts within its Long-Range Cruiser models: GB54, GB60, GB62, and GB85. It also features the Downeaster models: Grand Banks Eastbay 44 and Grand Banks Eastbay 60. The Grand Banks Yachts Shipyard is located in Pasir Gudang, Malaysia, and the company has sales and service offices in North America, Europe, Australia, and New Zealand. Grand Banks Yachts Limited (GBY:SP) is a publicly traded company on the Singapore Stock Exchange and is part of the GB Marine Group.*

**For more information, visit [www.grandbanks.com](http://www.grandbanks.com).**