

Press Release

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## **ARCADIA YACHTS APPOINTS FEDERICO PERUCCIO AS NEW MARKETING AND COMMUNICATION DIRECTOR**

**Arcadia Yachts announces the appointment of Federico Peruccio as new Marketing and Communication Director. With more than fifteen years of experience across the luxury, industrial and yachting sectors, Peruccio brings a strong strategic vision and an internationally oriented managerial profile to the company.**

Federico Peruccio joins Arcadia Yachts as the new Marketing and Communication Director. He brings over 15 years of experience in strategic communication within the luxury and industrial sectors, developed through roles at publicly listed companies and premium brands.

“I am proud to welcome Federico Peruccio, who will make a significant contribution to the ongoing evolution of our brand. His broad experience in high-profile environments will further strengthen our positioning in international markets,” commented Ugo Pellegrino, CEO and founder of Arcadia Yachts.

Federico Peruccio commented: “Joining a company whose values I deeply share is a privilege. Arcadia Yachts has anticipated a vision of yachting built around a new lifestyle on board, one defined by a slower pace and a genuine connection with both people and nature. It is a strong and distinctive identity that I look forward to helping enhance and communicate.”

Throughout his career, Peruccio has gained increasingly senior experience within some of the leading groups in the yachting industry, including Ferretti Group and Groupe Beneteau. His professional background combines engineering training with managerial expertise and a strong narrative sensibility, resulting in a profile capable of blending strategic vision with operational execution. He has led brand evolution and repositioning projects, managed communications related to stock market listings, and supported corporate transformation processes, contributing strengthening reputation and stakeholder engagement in complex and constantly evolving environments.