

MONACO YACHT SHOW 'joyMe

As the world famous **Monaco Yacht Show** drew to a close on Saturday 24th many of the world's most majestic yachts that had made the beautiful marina in **Monaco** their home for the weekend set sail for the four corners of the world. The hugely successful event attracted participation from the world's most advanced and impressive yachts which came from far and wide to place anchor in the exclusive surroundings of the Principality for the duration of the Monaco Yacht Show September 21st – 24th.

As these yachts plotted a course for far-flung places such as the Carribean or South Pacific, the news they will carry will be all about one thing. Unquestionably, the star of the show for the Weekend was **'joyMe**. The personal yacht of Zepter International's President and founder **Mr. Philip Zepter**. **'joyMe** is a **50 meter yacht** that pushes the boundaries of conventional yacht design and is the **embodiment of a dream** and a **philosophy** that permeates the company life of **Zepter International** and those of the over **80,000,000** satisfied users of Zepter products worldwide.

Designed in part by Mr. Zepter himself, **'joyMe** breaks the mould in terms of modern yacht design. Created with the ethos of the **Zepter Company** and their commitment to **high design ideals** and **innovative technology**, **'joyMe** is different in every respect. The exterior form and its sumptuous lines are a **bold statement of excitement and a joy in the beautiful**. Accentuating its length rather than its height the craft seems in a permanent state of readiness. An energised state of action, even when it is at rest in the dock. The exuberant paint job together with its flowing curves do not shy away from the celebration of **youth and positivity** that it was designed to embrace.

'joyMe was the focal point of the event and attracted **news crews and journalists** from all over the world such as **TF1** from France, **Fashion TV**, **Gazette De Monaco**, **RTL**, **TV Prima**, Czech Republic, **Yachts Russia**, **Luxury Magazine Rich & Famous**, Romania and broadcasters from **Austria** and **the Balkan region** and many other major players in the world's media, who traveled especially to report on this luxury vessel and what it represents not only to the yacht-building industry but to manufacturing, technology, design and lifestyle generally. Friday night was 'the big one' as **'joyMe** played host to the most glamorous and important guests many from Monaco's own social scene but also internationally renowned VIPs. The best in music entertainment was provided with world famous **DJs**, **Anja J** and music from **Brazilian drummers** and Fashion from **Zepter Style**, Svetlana Livadnaia and Catalin Botezatu.

Invitations for the event were in high demand and the event that every one wanted to attend among the attendees of note were, of course **Mr. Zepter** himself, **Sir Michael Smurfit**, Honorary Irish Consul to Monaco and leading European business figure, **Dr. Michael Mc Namara MD**, world famous medical doctor and pioneering expert in three-dimensional Total Body Scanning technology and **Paul Mc Guinness**, Manager of U2.



The night was not only a chance to rub shoulders with important guests, but also to experience life on board **'joyMe** and to celebrate the **Zepter way of life**. This bold and beautiful feat of engineering is built with the sole purpose of **bringing happiness and well-being to all who step aboard**. As Zepter applies its advanced technology and design expertise to solutions for **healthier, happier living**, **'joyMe** is an example of the **Zepter Design** approach that design should be **beautiful and useful** and **create a better life for the user**.

'joyMe is more than a yacht, It is a celebration of a dream, a dream that has already touched the **lives of millions all over the world** and an affirmation that anything is possible. It is the first finished project of **Philip Zepter Yachts Ltd.** and marks a new era of luxury as there are many more in development. **Zepter International** continues its expansion into high end luxury fields with **ZeptAir**, its **luxury airplane company** and now **Philip Zepter Yachts Ltd.**, which floats the Zepter Philosophy on the high seas.



Philip Zepter took questions from many of the world's top media professionals.



Philip Zepter, President, Zepter Group and Sir Michael Smurfit, Honorary Irish Consul to Monaco and leading European business figure.



Paul Mc Guinness and Emma Jane Vertongen step on board 'joyMe'.



Alessandro Pino, Italian Businessman, Francesca Villaggio, Journalist and Noelle Bine Muller, Ex Editor in Chief, Gazette De Monaco.



Sir Michael Smurfit speaks with Diana Zepter, CEO, Zepter Group.



Dr. Michael Mc Namara MD, Mr. Philip Zepter and Blaž Buble, Director, Philip Zepter Yachts Ltd.



Creations from Russian Fashion Designer Svetlana Livadnaia.



Zepter Masterpiece Collection in gold is always in fashion.



The Zepter Golden Age Collection adorns the catwalk on board 'joyMe.



Fashion Designer Catalin Botezatu with her creations.



Tropical sounds from Brazilian drummers turn up the heat.



The Zepter party in full swing.



Zdravko Reljan, EVP S&M Zepter Group, Philip Zepter and Dr. Michael Mc Namara MD, get involved in the entertainment.



The glamorous open air pool against the backdrop of beautiful Monaco.



'joyMe was the centre of attention in Monaco.



Welcome on board.



'joyMe by night.

The creation of this nautical masterpiece has ignited **Mr. Zepter's passion for the sea** and his pursuit of a **lifestyle set perfectly in equilibrium between relaxation, pleasure and business success**. Indeed it is this philosophy that has spurred Mr. Zepter in his global success with **Zepter International present in over 40 countries on 5 continents**. Zepter International always **pushes the boundaries** in creating new and uncompromising solutions to offer a **healthier and happier lifestyle for all its customers**. This pleasure craft reflects the design ideals of **Zepter International** and how conceptual design can have a **real and transformative effect** on the user and aid in the realisation of a **better life**. The mission of **Zepter International** spells out this simple creed and how we can use success to be a force for good in society with the simple motto – **Live Longer**.



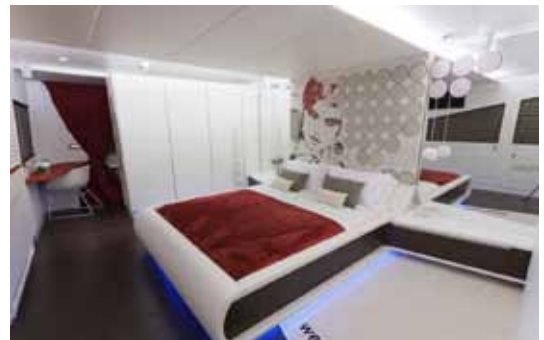
'joyMe's exuberant exterior sets it apart from other yachts.



The pool is the perfect setting to relax either under the blue sky or under the stars.



The Main deck boasts wide open spaces for an inclusive effect.



The Master cabin is the ultimate in luxury.



The Dining area brings people together in a modern, spacious ambience.



The Sun deck is the perfect place to socialise and enjoy the outdoors.



The Gym is unique feature of 'joyMe giving guests the chance to work out on board.



The elegant Master bathroom is not what you would expect to find on a yacht.