



Changing the Perception

THE SUPERYACHT LIFE FOUNDATION

Dilan Saraç

PUBLIC PERCEPTION

“NOT MY YACHT” - HOW
MURKY STRUCTURES
CLOUD OWNERSHIP OF
OLIGARCH TOYS”

FINANCIAL TIMES, APRIL 2022



“BILLIONAIRE WALMART
HEIRESS’S YACHT
VANDALIZED
BY CLIMATE ACTIVISTS”

BLOOMBERG, JULY 2023

“RUSSIAN OLIGARCHS’
SUPERYACHTS
CONFISCATED”

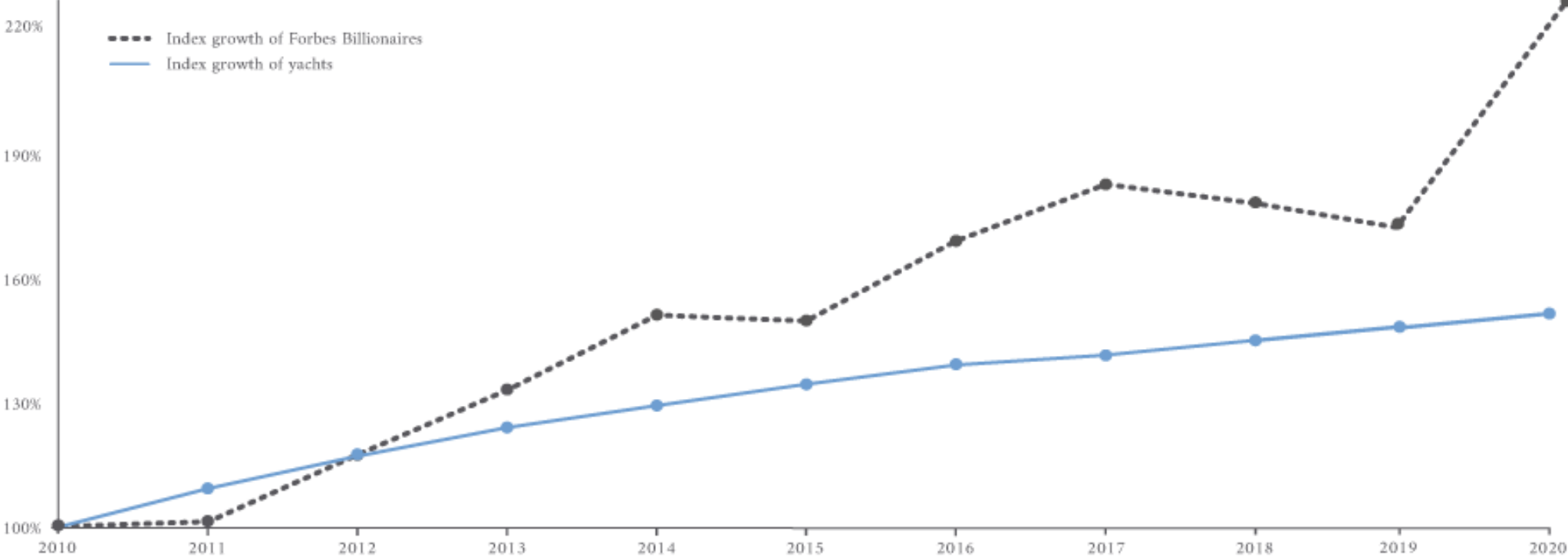
THE TELEGRAPH, MARCH 2022



“THE SUPERYACHTS OF
BILLIONAIRES ARE
STARTING TO LOOK A LOT
LIKE THEFT”

THE NEW YORK TIMES, APRIL 2023

GROWING GAP



Will the negative image problem play an important role in the future of yachting?