



INTERNATIONAL CAPTAIN

NICHOLAS FRANKL *knows how to entertain abroad and aboard*

{LOS ANGELES, CA}

By Natalia Williams

FOR MEMBERS OF ULTRA-HIGH NET WORTH, THERE ARE HUNDREDS OF OPTIONS FOR ENTERTAINMENT AND HOSPITALITY ON THE TABLE. HOWEVER, MY YACHT GROUP FOUNDER CEO NICHOLAS FRANKL HAS SUCCESSFULLY CORNERED ONE ASPECT OF THE EVENT ENTERTAINMENT INDUSTRY IN BOTH THE UNITED STATES AND EUROPE. HIS COMPANY SEEKS TO OFFER EXCLUSIVE EVENTS AND PARTIES ON HIS YACHT, WHERE THE ELITE CAN BE PAMPERED BY HIS CAPABLE CREW AND ENTERTAINED BY ELITE SPONSORS.

It didn't take much convincing for Frankl to transition from running his own

entrepreneur, personally knows many high-net worth individuals, he can bring in sponsors who understand the niche that his yacht has to offer. The parties are private, yet novel. The yacht setting allows for guests to escape the crowds while offering the best view of an event.

Frankl understands that his brand is unique. Because of his unparalleled access to affluent clients, he knows that his yacht provides a perfect environment for sponsors, such as De Beers, Asprey, and Rolls Royce, which understand the exclusivity of the parties and specifically seek out My Yacht Group as a platform. This cyclical relationship has allowed the company to expand and provide continued premium hospitality. "Not only do [sponsors] have better ability to host their own clients, but also gain access to hard to reach customers and can also meet with other customers of others brands and of course access the My Yacht network," Frankl explains.

Beyond professional relationships, Frankl maintains close relationships to influential leaders in various industries. Frankl competed against Monaco's Prince Albert II in the Olympics

and the friendly rivals became quick friends. The Prince remains a close friend and supporter today, and Frankl says that the small country's leader continues to annually attend his Grand Prix Party. On the significance of this honor, Frankl says, "Which yacht owner doesn't want the Prince from their state at the Grand Prix? We have a very special atmosphere that we create onboard which he is very comfortable with and he brings a lot of his VIPS - many Olympic athletes and Monaco high society. And, of course, our sponsors love that. And we can auction off items to his charity, the Prince Albert II Foundation, which is a great charity, which we support."

Yet, his elite lifestyle doesn't mean he's lounging, cavorting, or otherwise soaking up a life of excess and privilege. On the importance of entrepreneurial persistence, he says, "There are obstacles to overcome everyday. No matter how good your platform is there is a lot of competition...I would say the majority of my relationships come from hard work."

"WHICH YACHT OWNER DOESN'T WANT THE PRINCE FROM THEIR STATE AT THE GRAND PRIX?"

Los Angeles marketing firm to starting his high-profile yachting hospitality and event company. When the founder of Entertainment Marketplace had planned an event sponsorship at the ancestral home of Princess Diana in the mid-1990s, multiple guests persuaded him to come with them to the Monaco Grand Prix, using his connections to get them exclusive hotel and event reservations. In 2005, he started My Yacht Monaco, a company that hosts elaborate and exclusive parties on a \$50 million dollar yacht anchored in Monaco specifically for the purpose of watching the Monaco Grand Prix. Seven years of growth has seen the expansion of the company into My Yacht Group, which travels from city to city, event to event, providing the most exclusive and luxurious party option for each affair.

His company utilizes a yacht that is sailed into different ports for various events, whether it be the Cannes Film Festival, the upcoming London Olympics, or their mainstay, the Monaco Grand Prix. Because Frankl, a former Olympic athlete and

2002

Established Entertainment Marketplace in Los Angeles, specializing in developing broker relationships. My Yacht Group European Division formed

CLIENTS

Asprey
British Academy of Film & Television
British Airways
Paramount Studios
Bombardier Business Aircraft
Fisker Automotive
Monster Cable
Luxor Champagne

SUMMER ITINERARY

Cannes Film Festival - May 16
Monaco Grand Prix - May 24
Olympics in London - July 27

TOP RIGHT: Paddy Byng, Prince Albert, and Nicholas Frankl at MyYacht party 2011, Monaco Grand Prix



NICHOLAS FRANKL

Founder/Owner, MyYacht

City of residence
Los Angeles, CA

Education
British boarding school. Hurstpierpoint College.
Kingston upon Thames University.

Favorite place
"I think California is one of the greatest places on
the planet."

Favorite L.A. area restaurants
Sushi Roku (on 3rd), Katana

Favorite Films
World's Fastest Indian, Cannonball Run,
Saving Private Ryan, Pretty Woman

Favorite book
"No Angel: The Secret World of Bernie
Ecclestone," by Tom Bower

