

Connector in chief

We sat down with Founder & CEO of My Yacht® Group, and 3-time Olympian, Nicholas Frankl to get the inside scoop on what the secret sauce is to “Connecting The World’s Most Interesting People.”

The demand for one-of-a-kind experiences, bucket list adventures, and exclusive in-person gatherings with like-minded people seems to be at an all-time high, and nowhere more so than at the elevated level of HNW or (U)WNW individuals, whose exacting standards require an expertise honed over many years by those who understand this breed of clientele.

My Yacht® Group (MYG) brings just that expertise to the table, finely tuned over multiple decades in a broad swath of interests ranging from automotive racing and concours to art fairs and Hollywood academies, international yacht shows to curated ‘astronaut’ dinners. Creating turnkey hospitality and experiences – primarily aboard superyachts, naturally - for luxury brand partners, their top clients, plus a hand-picked global selection of discerning guests, these events provide a unique setting for networking and socializing at some of the most recognized annual global gatherings.

Your love of Formula 1 began when you were a child. You participated in the 1994, 1998 and 2002 Olympic games as both driver and Captain of the Hungarian bobsled team, and your love of fast cars and sport continues to be a part of your luxury MYG events. What personal convictions and interests do you carry through your life and business?

I was brought up to respect my elders, to work hard, to give back, and to not simply ‘expect’ things or feel entitled to a certain lifestyle without working hard to attain it. We started from zero and qualified for the Olympics in one year. That took hard work and dedication, and I am extremely proud to be part of the Olympic community and to have earned the right to include the designation OLY after my name.

A charitable element is always an important component of our events. We have helped to raise many hundreds of thousands of dollars for our charity partners over the years, both through on-board auctions and pledging, as well as donating our experiences to charity galas and so on. We raise awareness – to a unique audience - for their missions, whether it’s ecological efforts by the Prince Albert II of Monaco Foundation, deploying superyachts as a first line of humanitarian aid to hard-hit coastal areas as with YachtAid Global, or Blue Angels Foundation providing essential help to veterans.

I always strive to add value in all that I do: Under promise and overdeliver. Formula 1 has been a large part of my life, attending from a young age with my automotive journalist father, then later as a photographer and writer myself, as well as part of the Ferrari Team in ‘96-’99 with Michael Schumacher and Eddie Irvine driving. And, for the past 16+ years, producing an extraordinary superyacht experience at the Monaco Grand Prix. So, my love of speed is sort of ingrained in me! I’m also lucky enough to test drive some incredible cars - Lamborghinis, Ferraris, Paganis - and I’m a VFR-rated private pilot.

Your events are global, tying into elite gatherings everywhere from the Boat Show and week of art fairs in Miami to the Cannes Film Festival, Concours d’Elegance in Monterey, CA, and, of course, the Grand Prix and yacht show in Monaco. Are there any new features you are adding to your events, while preserving the values and traditions of MYG?

Our events have always been a direct reflection of demand. We started in Monaco at the Grand Prix some 16 years ago, and that formula of bringing like-minded individuals together in a relaxed yet exclusive setting, has proven itself whether we’re in Monaco,



Nicholas with his sister, Annabelle, COO of MYG® in Monte-Carlo.

Miami, St. Bart's, or Hong Kong. We continue to expand on our (U)HNW summits that provide a unique platform for companies and brands to present to an eminently qualified, highly curated, and hand-selected collection of guests. Equally our annual non-yacht event, My Yacht® Club, our pop-up VIP nightlife experience in Austin during the Grand Prix, brought a Monaco level of sophistication to a totally new audience and proved extremely successful, which was very gratifying. Obviously with the new races in Miami and Las Vegas, we are activating there, too. Last year in Miami we hosted 300 guests aboard a 185ft superyacht, and in Vegas we're working on a unique hospitality solution that will capture the excitement of the new Saturday night battle on the Strip. It should be an amazing spectacle!

What is your main source of inspiration?

Well, I'm a father to two beautiful daughters, so they definitely inspire me to get up and be productive every day! Other than that, I truly enjoy connecting people and making introductions. And sometimes, the fruits of those encounters will not be realized for some time, but creating that spark, saying "oh, you have to meet so and so", and seeing that relationship flourish - whether it be business or simply friendship - is rewarding.

Looking back to the period of the Covid pandemic, how did you use that time for your business, and did you emerge from the other side with a new sense of purpose and ambition?

Well, there weren't too many yacht events during that time, that's for sure! But we were able to navigate the gradual openings and closings of cities and countries throughout the year to continue to host our curated astronaut dinners in a selection of cities in Europe, the USA, and St. Bart's. And, in fact, I made some extraordinary friendships during that time, that I might not have otherwise made, so I feel very lucky that our family company - with my twin sister, Annabelle - was able to survive and thrive during some very tumultuous times.

With your close ties to the space industry, and space tourism, how do you see this sector developing over the next few years, and would you visit space yourself if you had the opportunity?

I would go in a heartbeat! My love of aviation and space has been present throughout my life. If I have a spare 30 minutes, I'll be watching a documentary on the Apollo missions or WWII bombers (or possibly an old 'Top Gear') before I'll watch any of the latest network TV garbage. And being an investor in the space sector, and closely aligned with one of the major space companies, I'm excited for the where the next decade will take us. I read a recent estimate that the global space industry could generate more than \$1tn by 2040. The commercialization of LEO (Low Earth Orbit), which was previously only really available to national governments, brings a whole new swatch of players into the market, everything from space tech to smart farming to

MY YACHT



Introducing Axiom Space on board a superyacht in Monaco

1994 Hungarian F1 GP.

"Michael was driving for Benetton Ford, who were also our sponsors. So we hijacked their press conference, with Jos Verstappen too, and Michael jumped into my 2-man bobsled, fresh from the Lillehammer Olympics. We even added his name to it!"



1998 Monza GP. Nicholas Frankl, Eddie Irvine, Edward Asprey, Michael Schumacher

I am extremely proud to be part of the Olympic community and to have earned the right to include the designation OLY after my name.

T[®] GROUP

health R&D. You name it the sky is, literally, the limit. And, with regards to private astronaut missions, I see the price of that gradually dropping over the coming years.

When you're in the presence of exceptional people like Astronauts, what are the burning questions you ask them about their experience?

I am privileged to call a 5-time astronaut my friend and he is an exceptional human being. Even our first meeting – introduced through Buzz Aldrin – was pretty amazing! Obviously learning about the actual experience of being thrust into space is riveting. Interestingly, though, from having spoken, and spent time, with several astronauts, primarily Commander Michael-Lopez Alegria, the overarching theme is one of connectivity: The bonds and friendships formed by training for and completing missions, spending often extended periods of time with your fellow adventurers in a metal can that's hurtling around the globe at 17,500mph! Which, it seems, is very similar from what we all seek, and certainly what we strive to attain at all our events

whether it be a dinner for 20 people or a yacht party for 200+.

What's next for you?

We'll be in Monaco for our 16th trackside superyacht weekend during the Grand Prix. It's really our signature event of the year and it's been gratifying to host so many incredible guests, including His Serene Highness Prince Albert II of Monaco, and partners aboard over the years. I've been going to that race in many capacities – spectator, photographer, journalist, host – for over 35 years, so it's a special weekend both from a commercial and personal standpoint.

And, we're always excited to do something fresh, whether it's a new event or location, or a new brand partner. How can we deliver the best event for our partners and guests? This year for example, we'll be in Las Vegas for the Grand Prix. First year, the buzz is insane - hello 'Netflix Effect' – and we will bring some extraordinary people together for what, I'm sure, will be a show stopper of a race weekend.

