

## CONNECTOR IN CHIEF

**Nicholas Frankl, a 3-time Olympian and CEO of My Yacht® Group, discusses the uniqueness of their luxury events and his personal and professional journey in an exclusive interview.**

***F.1.M.: You've had a fascinating journey from Olympic athlete to luxury event pioneer. How have your personal values influenced My Yacht® Group?***

**N.F.:** Growing up, I learned the importance of respecting elders, working hard, and giving back. These principles propelled me through my Olympic journey and now underpin My Yacht® Group's ethos. Our events always include a charitable component, whether it's ecological efforts or aiding veterans, we aim to make a significant impact.

***F.1.M.: You have a long-standing passion for Formula 1 and speed. How does this influence the events you create?***

**N.F.:** Formula 1 and the thrill of speed have been a part of my life since childhood. For over 16 years, we've been incorporating this passion into our Monaco Grand Prix superyacht experience. Beyond F1, I enjoy test driving high-performance cars and flying small planes, and this excitement for speed and luxury permeates our events.

***F.1.M.: Your events are celebrated globally. What sets them apart from other luxury experiences?***

**N.F.:** Our success stems from creating an environment where like-minded individuals can connect in exclusive settings. Starting with the Monaco Grand Prix, and expanding globally, we've tailored events to meet the desires of our discerning clientele. My twin sister, Annabelle, who is COO, and I ensure each event reflects our dedication to sophistication and high-quality engagement.

***F.1.M.: You're involved in space tourism—a futuristic frontier. Would you personally travel to space?***

**N.F.:** Absolutely, I would go to space without hesitation! My passion for aviation and space exploration has grown into an investment in cutting-edge space companies. The advancements in this sector are exhilarating, and I'm keenly watching the developments as they unfold.





***F.1.M.: What insights do you seek from astronauts, and how do these conversations influence your events?***

**N.F.:** My interactions with astronauts focus on the human aspects of space travel. Learning about their experiences and the camaraderie developed during missions provides valuable insights into crafting our networking events. These elements of connectivity and shared adventure resonate with both of us and our guests, and are a key part of our gatherings.

***F.1.M.: Looking forward, what new ventures or events are on the horizon for My Yacht® Group?***

**N.F.:** We are continuously exploring fresh opportunities to astonish our guests. Currently, we are showcasing "Ulyssia," a new luxury residence ship project, promising an unparalleled blend of adventure and luxury living. Additionally, we are gearing up for our 17th year at the Monaco Grand Prix. Our trackside superyacht and full weekend program are a cornerstone event that encapsulates our brand's essence of exclusivity and excitement.

***F.1.M.: This constant innovation is impressive. How do you maintain the exclusivity and high standards of your events?***

**N.F.:** Our approach is to always under promise and overdeliver. By maintaining close relationships with our guests and understanding their preferences, Annabelle and I can continue to offer uniquely tailored experiences that exceed expectations. Whether it's a 'night before' investor dinner or a large yacht party, we ensure each My Yacht event is curated and memorable.

***F.1.M.: With your diverse interests and ventures, what is the core goal of My Yacht® Group?***

**N.F.:** The core goal is to connect the world's most interesting people in settings that are not just luxurious but also enriching. Each event is designed to foster meaningful interactions and indelible experiences, paired with exceptional hospitality, and that combination ensures that our partners and guests enjoy joining us aboard no matter where we are in the world.