



Costa Continuously Invest In China By Adding Serena In 2015 and Fortuna In 2016

April 24, 2015

Costa Serena will begin her Year-Round Deployment from April 2015 with Shanghai as homeport, joining Costa Atlantica & Costa Victoria.

Distinguished guests from the local government, trade partners, media and Gao Yuanyuan, Godmother of Costa Serena, attend the maiden call to send well wishes on Costa Serena's new voyage in China.

Today's celebration follows Buhdy Bok's official announcement on the addition of a new cruise ship, Costa Fortuna, to the China fleet by April, 2016.

Genoa, April 24, 2015 – The long-awaited Costa Serena, elegant and exquisite "Ship of Gods" among the Costa fleet celebrated its maiden call at the Shanghai Wusongkou International Cruise Terminal today. This eagerly anticipated ship known for her ancient Rome flavor will join Costa Atlantica and Costa Victoria to homeport out of Shanghai year-round. The launch event was attended by Buhdy Bok, President of Costa Asia, Costa Cruises Pacific & China, and distinguished guests from the local government, trade partners and media.

Costa Serena's arrival impeccably interprets "Italy at Sea" with its distinguished ancient Roman essence and increases capacity in the region by 74%, satisfying the rapidly growing demand and further remaining as a leader in Chinese market. The cruise will set sail on April 24, when her passengers will be able to sample its wide-range of onboard pleasures. This latest embodiment of Costa Serena combines well with the local government's plan to boost the shipping industry and tourism in the region.

"The addition of Costa Serena reinforces Costa Cruises' leadership position in China's fast-growing cruise market. According to the current analysis by the CLIA (Cruise Lines International Association), Costa Cruises occupies the leading position in the cruise market with four out of ten reservations made for Costa ships. After 9 years of successful operations and explicit support and encouragement from the Chinese government, Costa Cruises will continue to expand its offerings and satisfy the demands of the China market." said Michael Thamm, CEO of Costa Crociere S.p.A.

The ethereal Miss Gao Yuanyuan, a talented Chinese actress, was onsite to bless the Costa Serena on her vessel debut. She was also named Costa Cruises brand ambassador as she epitomizes the glamour and style of the Costa Serena. *"It's an honor to be named the Godmother of Costa Serena and be a part of her debut in Shanghai. My personal experience with Costa Serena last summer truly left me with enduring memories of its exquisite and gorgeous culture with its bounds of exciting activities, delicate Italian cuisine, and relaxation of a European lifestyle. All my best wishes to this elegant ship and I trust she can present the best of Italy to China."*

The exclusive design of the Costa Serena is matched by the quality and breadth of the facilities aboard, many of which have been customized to better suit Chinese tastes. The interiors are inspired by mythology and ancient Rome, where guests are able to experience a taste of Italy on-board. Its traditional and imaginative magnificence will undoubtedly deliver a satisfying and remarkable experience with its many authentic Italian restaurants that are within the most elegant atmospheres accompanied with delicious food delights along with Chinese cuisine with savory hotpot for the Chinese consumer to have a taste a little closer to home.

Buhdy Bok, President of Costa Asia, Costa Cruises Pacific & China, stated, *"Costa Serena brings a taste of Italy tailored to maximize the luxury for our Chinese guests. Our success in China has come from expanding on the enjoyment of our guests onboard. The support from our prominent partners and local authorities here in Shanghai has been instrumental to our incomparable growth and we are grateful for their invaluable assistance."*

Today's celebration follows Buhdy Bok's official announcement on the addition of a new cruise ship to the China fleet by April, 2016. Costa Fortuna, spectacular in every detail and successor to the luxurious Italian cruise line, will be the 4th ship of Costa's investment plan in China, further increasing the capacity by 38% in 2016. Together, the company's move highlights its strategy to strengthen its leadership and position in China, as well as its commitment and

confidence to continuously develop China to be one of the leading cruise markets in the world.