

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER



CRYSTAL



*Stéphane Valeri, Chairman and CEO of Monte-Carlo Société des Bains de Mer and Manfredi Lefebvre, Executive Chairman of A&K Travel Group
Alongside Bernie Leybold, General Manager of Crystal Operations and Pascal Camia, International Development Director of Monte-Carlo Société des Bains de Mer*

Inauguration of the first Casino de Monte-Carlo at sea

Monaco, 15 November 2024 - For the first time in its history, Monte-Carlo Société des Bains de Mer is exporting its historic expertise in Gaming internationally. The very first Casino de Monte-Carlo outside Monaco was inaugurated on Thursday 14 November in Venice (Italy) on board the luxury cruise ship Crystal Symphony, in the presence of Manfredi Lefebvre, Executive Chairman of A&K Travel Group, Stéphane Valeri, Chairman and CEO of Monte-Carlo Société des Bains de Mer, along with Geoffrey Kent, Founder & Chairman Emeritus of Abercrombie & Kent, Pascal Camia, Director of International Development (SBM) and Philippe Allavena, Games General Secretary. The Monte-Carlo Société des Bains de Mer Art of Gaming signature experience since 1863 will be deployed to all future Crystal ships. This is the first concrete operational step in the Group's new international development strategy, launched in 2023.

The combination of two forms of expertise, two worlds of luxury

This inauguration marks the first step in the partnership between Stéphane Valeri, Chairman & CEO of Monte-Carlo Société des Bains de Mer (SBM) and Manfredi Lefebvre, Executive Chairman of A&K Travel Group, representing Crystal Cruises. A brand franchise agreement was signed on 20 June 2024 by Pascal Camia, Director of International Development at Monte-Carlo Société des Bains de Mer and Cristina Levis, Chairperson and CEO of A&K Travel Group, to increase the entertainment offer on board Crystal's luxury cruises and bring the thrill of Monte-Carlo style Gaming to new target customers.

A second appointment has already been set: another Casino de Monte-Carlo will open on 18 December on the Crystal Serenity, departing from Fort Lauderdale (Florida, USA) with three gaming tables and thirty-two slot machines. Moving forward, all future Crystal cruise ships (excluding expedition ships) will have a Casino de Monte-Carlo on board.

Monte-Carlo Société des Bains de Mer oversaw the design of these new casinos in order to extend, in international waters, the experience of the "Art of Gaming" that has made its name since 1863. The Crystal croupiers, trained to the highest standards at the SBM Gaming School, will be an extension of the Monegasque codes and gestures. An annual audit and training programme are planned to ensure that the Monte-Carlo touch is consistently maintained and developed.

The very essence of the Casino de Monte-Carlo

Spread over 110 square metres, the casino was designed by the Monte-Carlo Société des Bains de Mer Design Office under the guidance of Olivier Bernard, Director of Real Estate Development, who was also present for the inauguration. The space incorporates decorative elements from the Salon 1889, a private room with a belle époque feel located at the heart of Monaco's gaming temple: a central Crystal chandelier, the patterns from the mouldings, carpets and wood panelling, etc. The croupiers proudly wear the same uniforms.

"For us, the expansion of Casino de Monte-Carlo beyond our borders is a symbolically powerful act. It demonstrates our determination to open up to new markets", explains Stéphane Valeri, Chairman and CEO of Monte-Carlo Société des Bains de Mer. "This exclusive offer, aimed at a top-of-the-range clientele, is part of a development plan for the American market in particular. I am confident that Crystal's ultimate luxury cruising experience, combined with our world-renowned expertise, will further strengthen our brands. I would like to pay tribute to our respective teams for their professionalism and commitment. They have combined their skills and expertise to support the ambitions of our two Groups and ensure the success of an already historic collaboration."

Pascal Camia, Director of International Development at Monte-Carlo Société des Bains de Mer, continues: *"By exporting the great art of Monte-Carlo style gaming and by exporting our know-how to the Crystal Cruises croupiers, our Group, under the impetus of its Chairman and CEO, is setting a course for new horizons. With our tables and slot machines, we are happy to bring our experience to Crystal Cruises. The cruise line is now offering its passengers a range of services that will perpetuate the reputation that Monte Carlo has enjoyed for over 160 years. And I have no doubt that many players will be eager to continue the experience in Monaco."*

"We couldn't be prouder to unveil tonight the very first Casino de Monte-Carlo at sea on board the Crystal Symphony," says A&K Travel Group Executive Chairman Manfredi Lefebvre. "There could be no other possible choice for a Games partner than Monte-Carlo Société des Bains de Mer, which was founded over 160 years ago and is a world leader in the casino industry. I have known the team for many years, and like Crystal, they are fully committed to offering top-of-the-range experiences that meet the expectations of travellers from all over the world."

Cristina Levis, CEO of A&K Travel Group said: *"After seeing how much our customers missed a Gaming experience on board, we knew we could recapture the essence of the old Crystal casino experience, while infusing new elements into our brand, and finding a partner that exceeds all of our expectations. We are very proud of what we have achieved in collaboration with Monte-Carlo Société des Bains de Mer. Like Crystal, Casino de Monte-Carlo embodies absolute sophistication and attention to detail, and we look forward to hearing from customers who have been asking for this important development."*

About Monte-Carlo Société des Bains de Mer

Monte-Carlo Société des Bains de Mer embodies a new Art de Vivre that is unique in the world with a taste for what is beautiful, fine and good. Its Resort offers Luxury Gaming in its casinos, “haute couture” experiences in its iconic palace hotels and their Diamond Suites and gourmet dining at the cutting edge of modernity, combining Michelin-starred restaurants, international concepts and our own creations, as well as a top-flight artistic and cultural selection. The Resort also offers a fantastic range of sport and well-being activities, shopping and partying. And because the new Art de Vivre Monte-Carlo must evolve towards increasingly ethical and responsible luxury, Monte-Carlo Société des Bains de Mer has been committed since 2007 to a pro-active policy in terms of energy transition, consumption of resources and waste, local fine dining and preservation of the natural heritage. The No. 1 private employer in the Principality of Monaco, the Group launched in 2023 its 4th ethics charter to uphold its values of integrity and responsibility in conducting its professional business.

About Crystal

For more than three decades Crystal has been synonymous with exceptional, award-winning voyages. In 2022 A&K Travel Group acquired the Crystal brand and its two vessels, Crystal Serenity and Crystal Symphony, ushering in a new era of Exceptional at Sea. The globally renowned cruise line offers discerning travelers industry-leading, authentic, and enriching experiences both onshore and at sea. Crystal’s pioneering partnership with Abercrombie & Kent provides guests with unparalleled access to the most sought-after experiences, destinations, and the latest cultural makers around the world. The reimagined ships boast larger, updated suites with artisanal finishes, new cutting-edge wellness offerings, spectacular entertainment, and complimentary world-class dining - including the return of UMI UMA - the only dining experience by Michelin-Star Chef Master Chef Nobuyuki (Nobu) at sea. With a legacy of unrivaled service and commitment to sophistication and elegance at every touchpoint, once on-board passengers feel as if they are perfectly at home.

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