



Istanbul, 6 December 2011

**WINTER CRUISING IN THE MED:
HOW FAR HAS IT COME AND WHERE IS IT HEADED?**

NEIL PALOMBA
Corporate Operating Officer of MSC Cruises

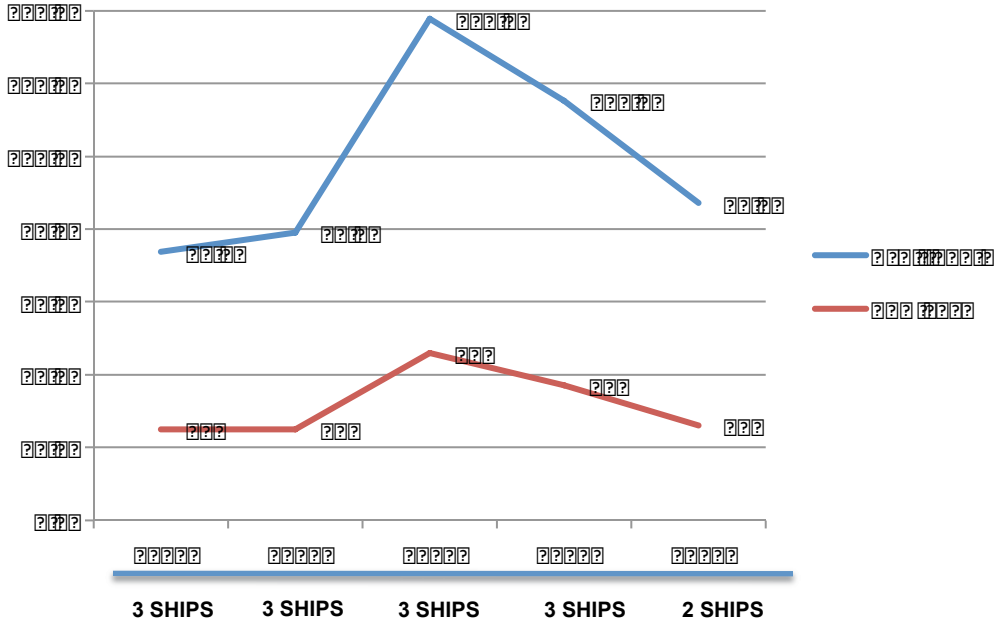
- A RECENT TREND
- A BRAND NEW DESTINATION
- A GROWING DEMAND FUELLED BY CRUISE COMPANIES AND SUPPORTED BY STRONG INVESTMENTS

ARE PORTS AND TOURISM AUTHORITIES WILLING TO GRAB ON THE OPPORTUNITY?

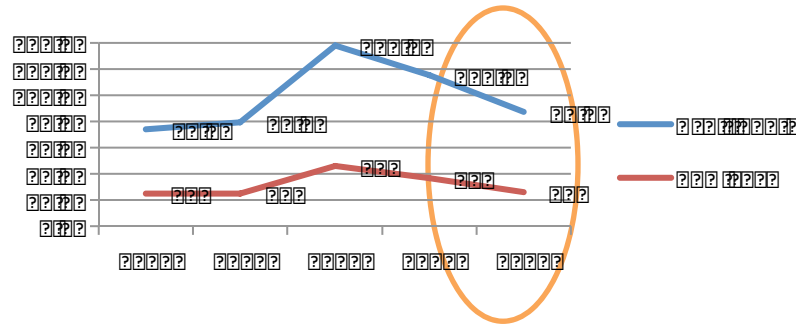




MSC BELIEVES IT IS WORTH



WHERE IS THE COMPETITION?



2 NEW MSC DESTINATIONS FOR 2012-13 IN MARKETS ALREADY MATURE



2011

3 SHIPS

3 PORTS OF CALL

*ISTANBUL
IZMIR
MARMARIS*

101 CALLS

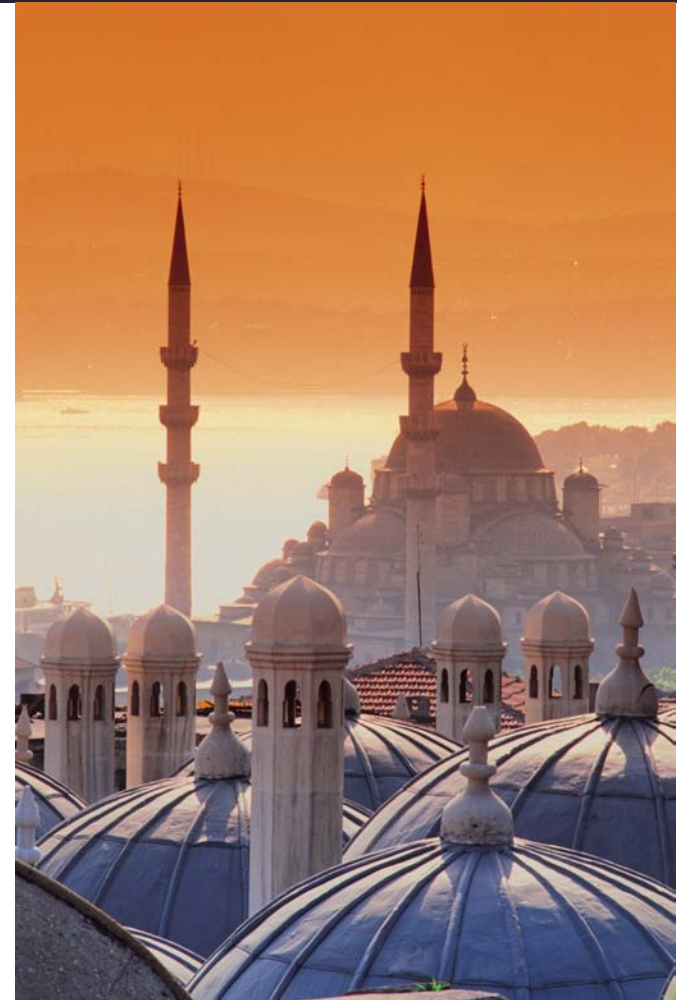
BUT

- **DISTANCE** FROM OUR HOMEPORTS
- THE **DARDANELLES STRAIT**
- NEW TAX REGULATION
- **SANITARY DUES** UNREASONABLE HIGH

WHY SHOULD WE KEEP ISTANBUL IF NOT COMPETITIVE?

WHY SHOULD WE DEPLOY MORE SHIPS?

WHY SHOULD WE BRING BIGGER SHIPS IN THE AREA?





LET'S PARTNER



**WE ARE PREPARED
TO ADD ANOTHER VESSEL
TO THE AREA
IN 2013...**

BUT WE NEED YOU!