



**GENTING CRUISE LINES, STARBOARD CRUISE SERVICES AND DFS GROUP  
ANNOUNCE FIRST-EVER DFS T GALLERIAS AT SEA  
ON BOARD DREAM CRUISES' NEW GLOBAL CLASS SHIPS**

**HONG KONG – November 15, 2019** Genting Cruise Lines and Starboard Cruise Services, the premier retailer at sea, continue their long-standing partnership with the announcement of the first-ever DFS T Gallerias at sea on board Dream Cruises' two new Global Class ships, Global Dream and her yet-to-be-named sister ship. When they enter into service in 2021 and 2022, the 208,000-ton ships will be the world's largest cruise ships by passenger capacity.

Specifically designed for the discerning Asian cruise market, with 2,350 passenger cabins, the Global Class ships will be able to accommodate 9,000-plus passengers and 2,500 crew during peak holiday seasons.

The ships will feature the very first DFS T Gallerias at sea, showcasing DFS Group, the world's leading luxury travel retailer on land. DFS and Starboard are both Selective Retailing Houses within LVMH Moët Hennessy Louis Vuitton, and will leverage each company's expertise for an unsurpassed shopping experience.

"Dream Cruises is delighted to continue its long-standing collaboration with Starboard and to welcome the first DFS T Gallerias at sea on board our new Global Class ships," said Mr. Kent Zhu, President of Genting Cruise Lines. "With Genting Cruise Lines' over 25 years of experience operating cruise ships in Asia, we know that retail and shopping is an important component of our guests' vacation plans, and we are excited to have the highly coveted brands that both Starboard and DFS represent available on our ships."

"We're extremely proud of the partnership we've established with Dream Cruises over the years and are even prouder to join forces on these two record-breaking ships. We are also excited to bring together, for the first time, Starboard and DFS Group. We're both industry leaders in catering to the Asia traveler — both on land and at sea. Now, our combined expertise will elevate the cruise shopping experience to new heights," stated Lisa Bauer, CEO and President, Starboard Cruise Services.

Dream Cruises' Global Class luxury and upscale retail offerings will feature nearly 18,000 square feet of retail space across various categories, including Fashion and Accessories, Beauty and Fragrance, Watches and Jewelry, and Food and Gifts.

This tri-party partnership will also offer guests the most seamless shopping experience across their entire vacation journey. Whether they are shopping from the comfort of home, on board the luxurious Global Dream, or on land at T Galleria boutiques, guests can take comfort in knowing that they will have the best prices, authenticity, and service support.

The retail offering will include a combination of brand firsts, product introductions, and activations, culminating in a seamless experience that is specifically curated for the Global Class guest.

Ed Brennan, Chairman and CEO, DFS Group, declared, “DFS is proud to partner with its sister company, Starboard, on this first-of-its-kind travel retail opportunity. Starboard’s unmatched expertise in cruise retail, coupled with DFS’ skill in curating exceptional products and experiences for the global traveler, make it the perfect match for the world’s two largest passenger cruise ships.”

DFS’ T Galleria department stores are renowned for offering an assortment of the world’s preferred luxury brands, exceptional retail environments, highly personalized services and unique experiences tailored to traveling customers.

With the dominant market share and more than a decade of cruise retail in the region, Starboard is the undisputed cruise retail leader in Asia. The company currently operates ten ships in the region, more than any other cruise retail operator.

Dream Cruises and Starboard’s partnership in retail innovation began with the cruise line’s first ship, Genting Dream in 2016 and continued through its subsequent ships, World Dream in 2017 and Explorer Dream in 2019. It includes launching the world’s first Dior boutique at sea and the first Tiffany & Co. boutique at sea in Asia. The only global cruise line with all “Made in Germany” cruise ships, Dream Cruises’ fleet features the highest safety standards, build quality, speed, power and luxury finishes. A testament to Dream Cruises’ quality vessels and exemplary service, the latest edition of the well-respected Berlitz Cruising and Cruise Ships 2020 has again ranked Genting Dream and World Dream in the Top 10 ‘Large Resort Ship’ — the only two highly ranked cruise ships to homeport year-round in Asia.

Added Mr. Zhu, “Our Global Class vessels belong to a new generation of cruise ships designed for the Asian market. As Asia’s first luxury cruise line, working with Starboard and DFS was a natural partnership. We look forward to collaborating with our valued travel retail partners on this groundbreaking new venture.”



Genting Cruise Lines and Starboard Cruise Services, the premier retailer at sea, continue their long-standing partnership with the announcement of the first-ever DFS T Galleries at sea on board Dream Cruises’ two new Global Class ships, Global Dream and her yet-to-be-named sister ship. At the signing ceremony are (front row, from left) Mr. Ed Brennan, Chairman and CEO, DFS Group; Mr. Kent Zhu, President of Genting Cruise Lines; Ms. Lisa Bauer, CEO and

President, Starboard Cruise Services; (back row from left) Mr. Simon Ho, Vice President, Guest Experience & Onboard Revenue, Genting Cruise Lines; Ms. Brenda Baty, Chief Commercial Officer, Starboard Cruise Services; Ms. Lisa Baldzicki, Chief Merchandising Officer, Starboard Cruise Services; Ms. Christine Li, Senior Vice President, Marketing, Genting Cruise Lines; and Mr. Derek Wong, Vice President & General Manager, Asia, Starboard Cruise Services.

### **About Starboard Cruise Services**

Starboard Cruise Services is the premier retailer at sea, providing the finest selection of coveted brands and engaging experiences to global cruise vacationers. Starboard proudly provides retail operations for eight leading cruise line partners around the world, including Royal Caribbean International, Celebrity Cruises, Carnival Cruise Line, Costa Cruises, Norwegian Cruise Line, Dream Cruises, Crystal Cruises and Silversea. The company is part of LVMH Moët Hennessy Louis Vuitton, the world's leading luxury provider. Starboard has been consistently recognized for excellence by the travel retail industry with numerous awards, including, most recently, Frontier Awards Cruise Line Retailer of the Year; DFNI-Frontier Americas Travel Retailer of the Year; Asia/Pacific Cruise Retailer of the Year; and Global Cruise Retailer of the Year. The company is headquartered in Miami and has offices in Hong Kong, Shanghai and Genoa, Italy.

### **About DFS**

DFS Group is the world's leading luxury travel retailer. Established in Hong Kong in 1960, DFS Group continues to be a pioneer in global luxury travel retail, offering its customers a carefully curated selection of exceptional products from over 700 of the most desired brands through 420 boutiques on four continents. Its network consists of duty free stores located in 11 major global airports and 20 downtown Galleria locations, as well as affiliate and resort locations. The Group is privately held and majority owned by the world's largest luxury conglomerate Moët Hennessy Louis Vuitton (LVMH), alongside DFS co-founder and shareholder Robert Miller. DFS Group employs over 9,000 people focused on creating inspiring retail experiences for its customers. In 2017, nearly 160 million travelers visited DFS stores. DFS is headquartered in Hong Kong and has offices in Australia, Cambodia, China, France, Indonesia, Italy, Japan, Macau, New Zealand, Singapore, United Arab Emirates, United States of America and Vietnam.

### **About T Galleria by DFS**

T Galleria by DFS, formerly known as DFS Galleria, is the ultimate evolution of the original travel retail concept pioneered by DFS Group. The first downtown store opened in 1968 in Hong Kong, followed shortly thereafter by Honolulu and eventually expanding to 18 locations all over the world. Today, T Galleria by DFS has a presence in the United States of America, as well as across Asia, Europe, Oceania and the South Pacific regions. Linked to the notion of travel through the use of T for the Traveler, the brand stands for what customers have come to expect: an expertly curated assortment of the world's preferred luxury brands, exceptional retail environments, highly personalized services and unique experiences tailored to their specific needs as travelers. T Galleria by DFS enables travelers to realize their individual style, one journey at a time.

Discover more at [www.tgalleria.com](http://www.tgalleria.com).

### **About Dream Cruises**

Genting HK brings 26 years of Asian cruise industry experience in creating its new cruise line – Dream Cruises. Featuring a complete fleet of quality, German built vessels for Asian sourced passengers, Dream Cruises aims to be a pacesetter in the global cruise industry, meeting the needs of the 'emerging generation' of confident, independently-minded and upwardly-mobile Asian travelers. Dream Cruises offers inspirational journeys, which are Asian at heart and international in spirit.

Purpose-built for the Asian market, Genting Dream, the first ship of the fleet, debuted in November 2016, with her sister ship World Dream joining in November 2017, offering guests cruising from Guangzhou, Hong Kong and Singapore the highest levels of service, as measured by crew to passenger ratio, and most spacious comfort as measured by gross tons per lower berth. Further expanding the Dream Cruises family, Explorer Dream joined in 2019 with homeports in Shanghai, Dalian and Tianjin during summer and Australia and New Zealand in winter. Construction has also started in Germany on the 208,000 gross ton Global Class ship that will join the fleet in early 2021.

Since its launch, Dream Cruises has been recognized by the Berlitz Cruising and Cruise Guide 2020 ranking Genting Dream and World Dream in the world's top ten Large Resort Ships – the only two highest rated 4.5 star ships operating in the region.

Dream Cruises was also recently awarded 'Best Cruise Operator' at the Travel Trade Gazette's (TTG) Travel Awards 2018 and "Best Cruise Line – Cuisine" and "Best Cruise Line – Entertainment" by the Travel Weekly Asia Readers' Choice Awards 2018 and "Best New Cruise Ship" for World Dream at the 12th Annual TTG China Travel Awards 2019.

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