



MSC CRUISES ACQUIRES SLAM, ICONIC ITALIAN BRAND SPECIALIZING IN SAILING AND PERFORMANCE SPORTSWEAR, FROM VAM INVESTMENTS

Geneva, 30 October 2025 – MSC Cruises SA announced today the acquisition of SLAM.com S.p.A. from Vam Investments.

This transaction reflects MSC's long-term commitment to investing in quality, innovation, and Italian know-how, identifying partners that align with the company's maritime DNA and strategic vision. MSC's global presence and international footprint will support SLAM's development and visibility in foreign markets, ensuring long-term stability and growth for the iconic Italian brand – founded in Genoa in 1979 – while strengthening its solid reputation and leadership position in sailing, yachting, and performance sportswear. Both companies share a deep passion for the sea, as well as values of authenticity, innovation, and excellence rooted in maritime culture.

SLAM will continue to focus and invest in its core business activities while developing a new professional division dedicated to the business-to-business sector, which will include the design and production of uniforms and apparel for the MSC group of companies. This initiative will further enhance SLAM's technical expertise and design excellence, while preserving the brand's strong identity, focus, and successful legacy in performance sportswear.

Financial advisors for the transaction were Accuracy for MSC Cruises and Dawan Corporate Finance for Vam Investments. From a legal perspective, the buyer was assisted by RP Legalitax, and the seller by DWF.