

# Icebreaker

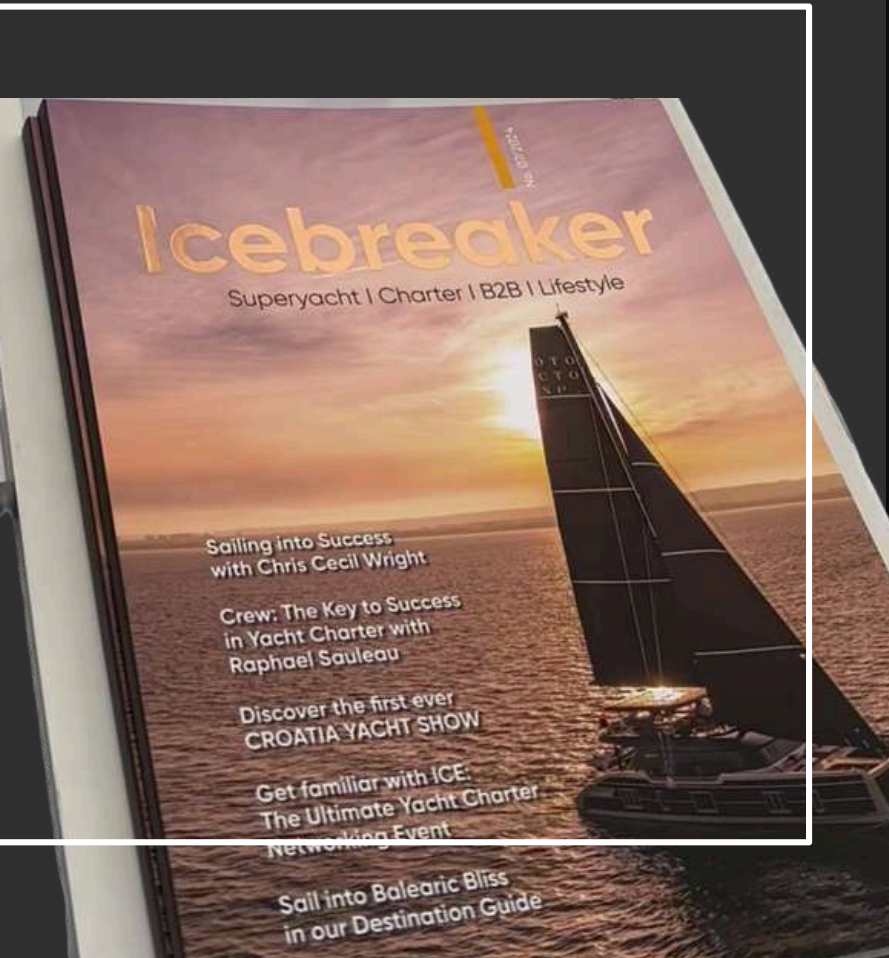
Superyacht | Charter | B2B | Lifestyle

MEDIA KIT 2025



# MEET ICEBREAKER

NEXT PUBLICATION DATE:  
OCTOBER 2025



- For central agents, brokers, charter companies, fleet owners, suppliers, shipyards and leasing companies.
- IN A PHYSICAL AND DIGITAL FORMAT

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## SAILING INTO SUCCESS

Interview by Lucie Gardiner for Icebreaker Magazine

When it comes to the world of superyacht brokerage, few names command the respect and recognition that Chris Cecil does. With over three decades of experience, Chris has been at the forefront of the industry, playing a pivotal role in the landscape of yachting.

at Edmiston, where he spent 17 years, as a founding partner and helping to build a global leader in yacht sales and charter.



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- INTERVIEWS WITH YACHTING INDUSTRY LEADERS
- SAILING ITINERARIES FROM LAKES TO THE SEA
- LATEST YACHTING INDUSTRY TRENDS

### INTERVIEW

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# BRANDED CONTENT

## REDEFINING YACHT INSURANCE FOR THE MODERN MARINER FROM EIS TO SEALOGY

German insurer EIS talks Icebreaker through their strategic rebranding to Sealogy, detailing the evolution of their global yacht insurance services and their ambitious vision for the future.

■ We see that EIS insurance recently rebranded to Sealogy. Can you tell us why?

EIS - European Insurance & Services - started in 1998 as a tied agent of a German insurance company, providing coverage for smaller vessels in Germany. Over the past 25 years, we've evolved into a managing general agent (MGA) representing top-tier insurance carriers with a global client base. As our ambitions grew beyond European borders, we felt the need for a name that better reflects our global mission and specialised focus on yacht insurance. "Sealogy" was chosen to embody our dedication to providing bespoke yacht insurance solutions worldwide.

■ What changes can we expect with the new name?

The name change to Sealogy is a natural progression in our journey. While our name has evolved, our unwavering commitment to delivering exceptional service to our partners and clients remains unchanged. We are focused on continuous improvement, striving to enhance our products and services every day.

■ Why did you choose the name Sealogy?

Choosing a new name was a meticulous process. We wanted something positive, memorable, and aligned with our brand essence. "Sealogy" ticked all the boxes. The "Sea" highlights our exclusive focus on yacht insurance, while "Logy" signifies our analytical and innovative approach to creating tailored insurance solutions that perfectly fit our clients' needs. It's a name that encapsulates our core values and our dedication to the maritime world.

■ You mentioned positive developments in recent years. What do you attribute that success to?

We've become a trusted partner in the global yachting industry, collaborating with international brokers and partners who entrust us with their clients. They appreciate our bespoke yacht insurance solutions, the quality of our service, and the attractive commissions we offer.

■ It hasn't all been smooth sailing in recent years, though, has it?

Certainly, the journey has had its challenges. In late 2022, our primary Croatian insurance carrier unexpectedly ceased underwriting international yacht insurance due to regulatory reasons. Additionally, the transition of ownership and management from Boris Quisick, the founder of the company, to DJR Bremer and me had to be carefully managed. Despite these challenges and the high demand for our insurance solutions, we secured new partnerships with AXA and Allianz Global Corporate & Specialty, and continued working with Helvetia and other reliable partners. We also significantly expanded our team last year, ensuring we maintain the high service levels our partners expect.

■ What are your current areas of focus?

There's a lot happening behind the scenes. We're expanding our network of insurance carriers while refining our IT systems, structures, and processes to build a strong organisational foundation for the future. It's an exciting and intense journey, and we're always on the lookout for talented individuals to join our team and help Sealogy become a key player in the global yacht insurance industry. I want to extend my gratitude to our dedicated team for their trust, hard work, and unwavering commitment.

■ You're mentioned tailored yacht insurance solutions several times. What does that mean to you?

While we're happy to insure standard boats and yachts valued below €1 million, our expertise lies in providing insurance solutions for charter fleets and higher-value yachts between €1 million and €15 million. These often include specialised risks like performance yachts, refitted vessels, speedboats, or vintage yachts that require careful attention when it comes to insurance. We work closely with owners and their representatives to create what we call the "Sealogy Risk Triangle" - tailoring coverage, deductibles, and premiums to perfectly fit the needs of the yacht and its owners. We're not magicians, and we haven't reinvented the industry, but we work hard to find the best-fitting insurance cover for our clients. The market has recognised and appreciated this commitment.

■ It sounds like you have a lot of emotion. What drives that?

Our primary ambition is to ensure our customers and partners have peace of mind, knowing they are well-insured and well-served. We are 100% dedicated to making Sealogy the best it can be. Success and growth will hopefully follow as a result of that commitment.

## SOS YACHTING CELEBRATES TEN YEARS OF SUCCESS



ICEBREAKER speaks with Sanja Dujmic, Managing Director of SOS Yachting Croatia about the company's achievements and future goals.

10 years on the 10th anniversary of your office in Croatia. How does it perform in the market?

Thank you! It feels wonderful to celebrate our first decade in Croatia. Initially, Croatia wasn't seen as a yachting destination compared to the French and Italian Riviera. However, our efforts to highlight the stunning waters and beautiful islands have paid off, as more clients are eager to explore these lesser-known locations, leading to very busy.

Your company has offered to extend key yachting destinations across Europe. Can you tell us more about your presence in France, Greece, Italy, and Spain?

SOS Yachting has a strong presence across the Mediterranean. Our aim is to provide localised services with a high level of attention to detail. To this end, we focus heavily on developing local expertise and ensuring that our staff is well-versed in delivering the exceptional service that defines our SOS Yachting experience.

Over the past few years, we have seen changes in your management and team. How has this impacted your business?

Change is always a challenge, but we view it as an opportunity for growth and innovation. In the past year, we've introduced new team members to bring fresh perspectives and skills, enhancing our expertise and helping improve the services we offer our clients.

What are some of the key challenges you've faced over the past decade, and how have you overcome them?

A significant challenge is the regulatory complexity of the charter market, which involves the EU, Turkey and

the UK, and for brokers to well, introducing clients to lesser-known locations like Croatia has required adaptability. Additionally, navigating the ever-evolving challenges for the local economy, but we managed these changes effectively and are now well-prepared to meet the needs of discerning yachting enthusiasts who wish to explore new waters.

How do you manage to balance all the trends involved in your work?

Being big trend with other demands is challenging. Our team frequently works to meet these, provide educational opportunities, and host events. These efforts are crucial as they help us maintain a personal touch, which is essential for building trust and ensuring long-lasting relationships.

These interactions are invaluable for understanding the needs and making our services accordingly. Please and thank, all part of the job.

Looking ahead, what are your goals for the future of your company?

Our goal is to continue how we serve our clients, consistently. Every interaction is a learning opportunity that helps us improve. While SOS Yachting has been successful, particularly in the UK licensed services, we aim to broaden our offerings to better meet the diverse needs of our global clients and ensure their yachting experiences are seamless and enjoyable.

Sanja Dujmic, Managing Director and Operations Manager at SOS Yachting Croatia.  
www.sosyachting.com



### EXPERT FISCAL REPRESENTATION FOR YACHTING

Since 2022, SOS Yachting has been at the forefront of providing operational guidance and fiscal expertise for commercial yachts. Operating out of key yachting hubs in Croatia, France, Greece, Italy, Monaco and Spain, our in-house knowledge of charter operations, EU and maritime regulations enables us with a unique perspective at the industry.

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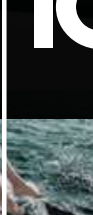
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