



## PONANT Becomes PONANT EXPLORATIONS GROUP



March 17, 2025 | PONANT is embarking on a new chapter in its history, becoming PONANT EXPLORATIONS GROUP. This evolution follows the recent acquisition of a majority stake in Aqua Expeditions, supporting the Group's international growth strategy focused on building a portfolio of leading exploration voyage brands.

By embracing this new identity, PONANT EXPLORATIONS GROUP reinforces its ambition to accelerate its development while strengthening its position in a dynamic and evolving market.

*"As PONANT EXPLORATIONS GROUP, we confirm our positioning and ambition," says CEO Hervé Gastinel. "We remain true to our core identity: delivering an unparalleled travel experience to iconic destinations, providing exclusive access to confidential locations with our human-scale ships, and maintaining a commitment to excellence in service."*

As the global leader in high-end exploration voyages aboard intimate ships embarking fewer than 500 guests, PONANT EXPLORATIONS GROUP is building a portfolio of brands renowned for their expertise and destination-focused exploration cruises.

The Group now includes three commercial brands



Group's historic brand, **PONANT EXPLORATIONS** is recognised for its exploration voyages. For over 35 years PONANT EXPLORATIONS has taken guests as close as possible to majestic nature and ancestral culture, far from the crowned maritime routes. Expedition leaders, naturalists, and enthusiastic experts organise safe disembarkation, shore excursions and cultural, scientific or historical conferences on board.



Expert in French Polynesia since 1998, **Paul Gauguin Cruises** offers a unique concept of exploration at the heart of Tahiti, French Polynesia, and the South of Pacific aboard the m/S *Paul Gauguin*, a 165-cabines and suits ship. The brand distills a relaxed, international, and authentic atmosphere, earning numerous awards over the years.



AQUA EXPEDITIONS

A pioneering brand specializing in luxury small-ship expeditions, **Aqua Expeditions** explores the world's most biodiverse and culturally significant destinations aboard best-in-class vessels of stylish contemporary design. Expect tailored five-star itineraries, a highly exclusive 1:1 crew- to-guest ratio, cuisine by award-winning chefs, and small group expert-guided activities and excursions.

Remaining true to its heritage, PONANT EXPLORATIONS GROUP upholds continuity in its brand identity, preserving the iconic visual elements of its signature three-sail logo. At the same time, each commercial brand has its own visual identity.

#### ABOUT PONANT EXPLORATIONS GROUP

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*Explore to Inspire:* explore to better understand, learn, share and protect.

PONANT EXPLORATIONS GROUP has been committed to purposeful voyages of exploration, and more responsible tourism for over 35 years. Renowned for its expertise in expedition cruises, its brands - PONANT EXPLORATIONS, Paul Gauguin Cruises, and Aqua Expeditions - operate human-scale ships (ranging from 6 to 165 cabins and suites), offering a refined, authentic, and inspiring experience.

PONANT EXPLORATIONS GROUP is owned by Artémis, the holding company of the Pinault family.

More information on [www.ponant.com](http://www.ponant.com)

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