

# Heesen Yachts

**TSAL Family Office Acquisition Fuels  
Global Expansion Strategy for  
Creating Truly Inclusive Homes Away  
From Home**



# Introduction

Heesen Yachts, the Netherlands' premier integrated superyacht manufacturer, has entered a transformative new chapter following its complete acquisition by Dutch entrepreneur Laurens Last through his TSAL Family Office. This strategic transaction positions Heesen for unprecedented global expansion, with ambitious growth plans targeting high-potential markets across the Middle East, Asia, the United Kingdom, and beyond. The acquisition exemplifies how next-generation family offices are investing in luxury manufacturing businesses that combine operational excellence with significant international expansion opportunities, setting the stage for Heesen to capitalize on rapidly growing global demand for premium superyachts.



## Acquisition

Complete acquisition by Dutch entrepreneur Laurens Last through TSAL Family Office



## Expansion

Ambitious growth plans targeting Middle East, Asia, UK and beyond



## Growth

Capitalizing on rapidly growing global demand for premium superyachts



## 1979 - First Yacht

One year after the purchase, the 20-metre Amigo was launched. It was the very first yacht to bear the Heesen name. Heesen Shipyards was born.

# Heesen Yachts: Heritage of Excellence and Innovation

Founded in 1978 by Frans Heesen in Oss, Netherlands, Heesen Yachts has established itself as a global leader in custom and semi-custom motor yacht construction. Over nearly five decades, the company has delivered more than 200 vessels ranging from 50 to 80 meters, earning international recognition for engineering excellence, innovative design solutions, and uncompromising build quality.

Heesen's reputation has been forged through landmark projects that have consistently pushed the boundaries of yacht construction. The company gained significant industry recognition with revolutionary launches such as the 70-meter *Galactica Super Nova* (now *Cosmos*), which showcased advanced fast-displacement hull technology, and the award-winning *Irisha*, demonstrating their exceptional capabilities in both performance engineering and luxury finishing. These flagship projects have established Heesen as a benchmark for innovation and craftsmanship in the competitive superyacht market.



The company's strategic location in Oss provides significant advantages, including access to the Netherlands' world-renowned maritime engineering talent pool and proximity to specialized suppliers throughout Europe's established maritime cluster. This geographic positioning has enabled Heesen to maintain competitive construction timelines while ensuring rigorous quality control throughout the building process, creating a sustainable competitive advantage in the global marketplace.



Sparta, a full custom 67-metre motor yacht, is Heesen's largest steel yacht to date. Sparta boasts an interior and exterior design that complements each other perfectly.

The yacht's 1,200GT enclosed volume has been optimised to provide ample space for guests to enjoy their family time. The main deck features a full-beam main saloon and indoor dining area that connects to the sheltered aft deck terrace, making it an ideal space for social gatherings.

The yacht's interior design is based on three different themes, with each deck representing a different element: water, earth, and air. Guests can travel through these elements using a glass elevator service and a fully carved oak staircase by Alex Hull, which features staggered paneling and vertical lighting to bring the intricate carving to life.



# Unique Market Position and Competitive Advantages

Heesen maintains a distinctive position as the Netherlands' only fully integrated yacht construction facility, controlling the entire production value chain from initial concept development through final delivery. This comprehensive approach delivers several critical competitive advantages that position the company for successful international expansion:

## Complete Operational Control

Heesen's oversight of design, engineering, construction, and interior finishing processes ensures consistent quality standards and efficient project management across all builds, regardless of complexity or customization requirements.

## Dual Construction Expertise

Mastery of both steel and aluminum construction techniques enables Heesen to optimize vessel specifications based on specific client requirements and performance objectives, providing flexibility that appeals to diverse international markets.

## Advanced Engineering Capabilities

The company's engineering team has developed proprietary fast-displacement hull designs that deliver superior efficiency and seaworthiness compared to traditional displacement hulls, creating a technological edge that resonates with performance-oriented clients globally.



Solemates is the latest in Heesen's popular 55-metre Steel series. Frank Laupman of Omega Architects has designed her an elegant and muscular profile and recently re-styled the exterior look to add a contemporary touch. Horizontal lines emphasise the optical length of the yacht and continuous sheets of tinted glass on the main and upper deck give Solemates a whole new appeal. The French balcony in the owners' apartment is a nook where they can enjoy the outdoors away from the rest of the guests.

The layout is another attraction of Solemates. With four guest cabins on the lower deck, the master stateroom on the main deck and a VIP suite on the bridge deck. This is great for clients interested in charter, but also Middle Eastern clients who like to have a lot of cabins.

The choice of Luca Dini Design and Architecture for the interior styling was inspired, and they really bring additional pedigree to the game.



# Transaction Overview and Strategic Rationale

Heesen Yachts has concluded its acquisition by Laurens Last, a seasoned business leader operating through his TSAL Family Office investment platform. The transaction consolidates ownership under a single entity with demonstrated expertise in manufacturing operations and international business development, positioning the company for enhanced strategic flexibility and growth acceleration.

The acquisition structure ensures continuity of Heesen's core operational capabilities while introducing fresh capital and strategic direction. Last's background in manufacturing and global business development aligns strategically with Heesen's expansion objectives across key international markets, particularly in the Americas and Asia-Pacific regions where superyacht demand continues expanding.

## Strategic Benefits

- Consolidated ownership under single entity with manufacturing expertise
- Enhanced strategic flexibility and growth acceleration
- Continuity of core operational capabilities
- Introduction of fresh capital and strategic direction
- Alignment with expansion objectives in key international markets



# Technical Capabilities and Innovation Leadership

Heesen's competitive differentiation stems from its mastery of both steel and aluminum construction techniques, enabling the company to optimize vessel specifications based on client requirements and performance objectives. The company's engineering team has developed proprietary fast-displacement hull designs that deliver superior efficiency and seaworthiness compared to traditional displacement hulls.

The shipyard's integrated approach encompasses several specialized divisions:



## Hull Construction

Advanced welding capabilities for both steel (typically for vessels above 55 meters) and aluminum construction, with expertise in complex curved geometries and weight optimization.



## Propulsion Systems

Integration of advanced diesel and hybrid propulsion technologies, including collaboration with leading engine manufacturers to optimize performance and environmental compliance.



## Interior Division

In-house luxury interior capabilities enabling seamless coordination between naval architecture and interior design, reducing construction timelines and ensuring design coherence.

Recent technological investments have focused on sustainable technologies, including hybrid propulsion systems and advanced waste management solutions, positioning Heesen to meet evolving environmental regulations and client preferences.



Project Orion is the third in Heesen's advanced 50-metre FDHF aluminium series with hybrid propulsion.

Frank Laupman of Omega Architects penned the perfect image for this ultra-technological yacht. This series boasts a striking profile with a near-vertical bow and large floor-to-ceiling windows. The vertical bow with spray rails is not only on-trend, it also serves a practical purpose by providing progressive buoyancy when carving through waves.

Italian designer Cristiano Gatto has created a unique contemporary interior design, making the most out of bright internal spaces, floodlit with natural light, that offer sweeping views of the surrounding seascape thanks to open bulwarks. The six-stateroom layout, with the master on the main deck forward, a full beam VIP, and two double and two twin staterooms on the lower deck, make this yacht ideal for both private and charter use.





# Market Position and Competitive Landscape

Within the global superyacht construction industry, Heesen occupies a distinctive position in the 50-80 meter segment, competing with established European builders such as Feadship, Lürssen, and Benetti. The company's competitive advantages include:



## Delivery Performance

Consistent track record of on-time delivery, critical in a market where delays significantly impact client satisfaction and future referrals.



## Design Flexibility

Ability to accommodate extensive customization while maintaining structural integrity and performance standards.



## Speed Capabilities

Specialization in fast yachts, with several vessels achieving speeds exceeding 30 knots, appealing to performance-oriented clients.

## Value Positioning

Competitive pricing relative to German and Italian competitors while maintaining comparable quality standards.

**Images Above:** Project Agnetha is the latest in our popular 55-metre Steel series. Frank Laupman of Omega Architects has designed her an elegant and muscular profile and recently re-styled the exterior look to add a contemporary touch. Agnetha's interior design by Luca Dini Design and Architecture centres on creating a reassuring and traditional ambience that exudes warmth and welcome.

# Available Heesen Yachts for Sale

Heesen's recent project portfolio demonstrates continued innovation and market appeal. Notable launches have included vessels featuring advanced stabilization systems, hybrid propulsion technologies, and sophisticated interior designs collaborating with renowned design houses.

## YN21150 SOPHIA (50 Metres) Delivery In Q1 2026



### A curvy, sporty exterior design.

At 50 metres and below 500 GT, Sophia is an all-aluminium, fast-cruising yacht powered by green ocean engines. Heesen's 50-metre fast-cruising class is the first of its kind below 500 GT to comply with IMO Tier-III regulations. A curvy, sporty exterior design by Omega Architects complements Sophia's performance and crisp design features.

Heesen's optimised, low-drag hull design with a reduced transom depth allows for a shallow shaft angle. This makes Sophia comfortable in rough seas yet perfect for cruising shallow waters. The ultra-efficient hull shape delivers on engineering and adventure, meaning Sophia is ideal for both island hopping and longer passages.

Sophia is the fourth sister ship in this impressive class. Its elevated aft deck holds large sunpads, which is accessed via three steps up. It's this subtle design feature that allows for a full height multi-purpose tender garage-cum-luxury beach club on the lower deck, with plenty of head room. Another key exterior feature is the downward pointing bow. This provides a good line of sight to the water from the bridge, and helps to accentuate Sophia's long, sleek profile.



A sophisticated interior by acclaimed Italian designer Cristiano Gatto welcomes twelve guests in five staterooms.

The master suite, on the main deck forward, is bright and airy. The spacious remaining suites are found down on the lower deck. Sophia also offers plenty of outdoor areas for her owners, family, and friends to enjoy life at sea. The beach club will bring them close to the on-water action, while the generous sun pad area on the main deck terrace is perfect for post-swim relaxation. Al-fresco dining can take place either on the bridge deck aft terrace or up on the spacious sundeck.



# Available Heesen Yachts for Sale

## YN21350 Project Grace (50 Metres) Delivery In Q1 2027



Heesen's new 50m Steel is a jewel box filled with the latest and coolest design and technological innovations. At 50 metres and 499 GT, this new series will feature a Fast Displacement steel hull of great seaworthiness for optimal comfort in all sea conditions. Like all Heesen yachts, the new design will also be available with Heesen's hybrid technology for intelligent power management and a silent cruise capability.

British studio Harrison Eidsgaard penned a profile with sharp, modern lines paired with low bulwarks that open the view and tie the environment into the yacht's design.



"The design of Heesen's 50-metre steel exudes confidence," comments Peder Eidsgaard. "In keeping with the company DNA, it translates the fast and sporty look of the aluminium yachts into a dynamic, agile form. The profile is not radical or extravagant but refined and timeless. This is a yacht conceived to stand the test of time."

"The keys to a successful layout in a 499GT yacht are simplicity and versatility. We want to achieve the maximum possible lifestyle space for the guests while ensuring that the crew have the perfect working space to deliver a top-notch experience. Features such as the infinity pool or the unique coffee table on the sundeck, which doubles as an atrium skylight, will be focal points that invite guests to gather together. The sundeck will be large enough to hold up to 20 guests for outdoor dining. Hospitality is a central element in yachting, and we wanted to ensure that visiting day guests can be properly entertained too."



The interior design of Project Grace reflects a holistic approach by Harrison Eidsgaard, overseeing both interior and exterior elements to create a unified aesthetic.

Project Grace embraces contemporary design trends and shifts towards relaxed, family-oriented living spaces. The layout balances comfort with elegance, allowing for personalisation to meet client preferences. This adaptability caters to a new generation of yacht owners seeking informal, inviting environments, aligning with the growing trend for "barefoot luxury".

# Available Heesen Yachts for Sale

## YN 21557 Project Evita (57 Metres) Delivery In Q2 2027



**YN 21557 Project Evita (57 Metres)**

Evita is the second yacht in Heesen's acclaimed 57m series and the largest vessel ever built on spec by our shipyard. Available for delivery in Q2 2027, this extraordinary yacht is designed to impress. With a shallow draft perfect for exploring the Bahamas, an efficient Fast Displacement aluminium hull, and a remarkable top speed of 22 knots, she seamlessly combines performance and luxury.

Her exterior, designed by Omega Architects, is an instant standout with its distinctive scallop-shaped transom, ensuring she commands attention in any marina. The main deck aft is home to a stunning infinity pool, while the interiors—crafted by Harrison Eidsgaard—epitomise precision and elegance, built to the highest Dutch standards by Heesen Yachts Interiors.

Omega Architects have drawn sleek, sophisticated exterior lines that exude timeless elegance. A standout feature is the negative windows on the bridge, which not only enhance her commanding presence but also improve nighttime visibility by reducing reflections. Currently under construction at the Heesen shipyard in Oss, her lightweight aluminium hull represents the pinnacle of engineering excellence and efficiency—a true hallmark of Heesen craftsmanship.



The interior design of Evita is crafted by the award-winning London-based studio Harrison Eidsgaard. The style is elegant and refined, evoking a sense of timeless sophistication. It has been thoughtfully conceived to invite the new owner's vision into the project.

A light, rich and warm colour palette provides the ideal backdrop for personal expression, allowing owners to tailor the interior to their lifestyle and tastes.

The selection of eco-friendly materials, such as performance leather and engineered wood, ensures that the design reflects the latest trends in yacht design while minimising environmental impact.

# The Evolution of Luxury Asset Acquisitions: Next-Generation Family Office Strategy

The Heesen acquisition represents a compelling case study in the evolving landscape of luxury asset investments, particularly the strategic approach of next-generation family offices and younger wealth creators. This transformation reflects several key trends reshaping private wealth management and investment strategies.

## Family Office Evolution and Investment Philosophy

Traditional family offices historically focused on financial asset preservation and conservative investment strategies. However, the current generation of family office principals, many of whom have built wealth through entrepreneurial ventures or inherited from tech-savvy predecessors, demonstrates markedly different investment preferences and risk tolerances.

Laurens Last's acquisition through TSAL Family Office exemplifies this new paradigm, where investment decisions blend financial returns with personal passion and lifestyle alignment.

This approach reflects a broader shift where younger wealth holders seek investments that offer:

### Direct Engagement Opportunities

Unlike traditional financial instruments, luxury manufacturing businesses provide tangible connection points and hands-on involvement possibilities that appeal to entrepreneurially-minded investors.

### Experiential Value Creation

Investments in luxury assets enable wealth holders to participate directly in the lifestyle segments they personally enjoy, creating alignment between investment portfolio and personal interests.

### Legacy Building

Ownership of prestigious brands and manufacturing capabilities offers opportunities to build lasting legacies beyond purely financial returns, appealing to investors focused on multi-generational wealth transfer.



# Young Wealth Demographics and Investment Preferences

The global wealth landscape has experienced significant demographic shifts, with younger entrepreneurs and tech innovators creating substantial fortunes at unprecedented rates. This cohort demonstrates distinct investment characteristics that favor luxury asset acquisitions:

## Risk Tolerance

Having built wealth through high-risk entrepreneurial ventures, younger wealth creators often maintain higher risk tolerances and greater appetite for operational involvement in their investments.

## Impact Considerations

Increasing focus on environmental sustainability and social impact influences investment decisions, favoring companies with strong ESG positioning and improvement potential.



## Brand Affinity

Many next-generation wealth holders have personal connections to luxury brands, pets and lifestyle segments, creating natural investment interests in companies serving these markets.

## Innovation Focus

Younger investors often prioritize companies with strong innovation capabilities and technological advancement potential, viewing these as sustainable competitive advantages.



# Competitive Positioning for Global Success

- **Quality Reputation:** The brand's established reputation for engineering excellence and build quality provides credibility in new markets where clients seek proven manufacturers with track records of successful deliveries.
- **Technical Innovation:** Heesen's advanced hull design capabilities and propulsion expertise differentiate the brand from competitors focused primarily on traditional displacement designs.
- **Customization Capabilities:** The company's integrated manufacturing approach enables extensive customization that appeals to international clients seeking unique, personalized superyachts.
- **Delivery Performance:** Consistent on-time delivery record provides competitive advantage in markets where reliability and project management capabilities are highly valued.

Heesen Yachts stands at the threshold of an extraordinary growth phase, with the strategic acquisition by Laurens Last providing the capital foundation and entrepreneurial vision necessary for ambitious international expansion. The company's proven operational excellence, combined with comprehensive expansion plans targeting the Middle East, Asia, the United Kingdom, and emerging global markets, positions Heesen to capture significant market share in the world's fastest-growing luxury yacht markets.

The convergence of global wealth expansion, Heesen's unparalleled technical capabilities, and strategic investment support creates an exceptional opportunity for the Dutch shipyard to evolve from a respected regional manufacturer into a truly global luxury brand. The company's unique position as the Netherlands' only fully integrated yacht builder provides sustainable competitive advantages that will support successful market expansion across diverse international regions.

The luxury superyacht market's continued growth trajectory, driven by expanding global wealth and increasing demand for experiential luxury assets, provides a favorable environment for Heesen's international expansion. As the company executes its comprehensive growth strategy across the Middle East, Asia, the UK, and beyond, Heesen is positioned to establish itself as one of the world's leading superyacht manufacturers, delivering exceptional vessels to discerning clients worldwide while generating substantial value for stakeholders.

Under Last's strategic leadership and with robust expansion plans in place, Heesen Yachts is poised to write the next chapter of Dutch maritime excellence on a truly global stage, combining nearly five decades of craftsmanship heritage with ambitious international growth to serve the world's most sophisticated superyacht owners.

# How can Family Offices & Private Wealth Owners Contact Heesen Yachts?

## The Executive Leadership Team

- **Ruud van der Stroom** serves as Chief Commercial Officer, leading Heesen's global sales strategy and commercial operations. His multilingual capabilities in English and Dutch support the company's international business development initiatives.
- **Robert Drontmann** holds the position of Sales Director, overseeing worldwide sales operations and client relationship management. His expertise in both English and Dutch markets strengthens Heesen's European foundation while supporting global expansion.
- **Eckly Hendriks** operates as Sales Manager, providing direct sales support and client services across multiple markets. His bilingual capabilities enhance Heesen's ability to serve diverse international clientele.

Family offices & private wealth owners can connect with the Heesen team in-person at:

**The Monaco Yacht Show from September 24th -27th 2025**

**The Fort Lauderdale International Boat Show from October 29th - November 2nd 2025**

## Contact Details:

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Published & Produced By Private Markets Group Ltd