



Proposed appointment of Jean-Paul Chapeleau as Deputy CEO in charge of Industrial Studies, Purchasing and Product Development

The appointment of Jean-Paul Chapeleau as Deputy CEO in charge of Industrial Studies, Purchasing and Product Development will be proposed to the Board of Directors of December 18, 2019, with immediate effect. Jean-Paul Chapeleau currently holds the position of Jeanneau and Prestige General Manager and acts as adviser to the CEO at the Group's Management Board.

Jérôme de Metz, CEO, explains : *"Taking our current challenges into account, I am pleased to propose the appointment of Jean-Paul Chapeleau to support the Group over the next 3 years with the implementation of its new strategic pillars. I would like to thank Jean-Paul Chapeleau again: by choosing to allow us to benefit from his expertise and experience for a few more years, he is setting out his confidence in the strategic plan that we are currently building and will facilitate its implementation."*

In his new role, the main mission of Jean-Paul Chapeleau will be to align the development resources and industrial resources with the Brand / Product offering; to vitalize the product developments and adapt them for each segment to the stakes involved with the brands and the manufacturing.

Christophe Caudrelier, Deputy CEO in charge of Operational Excellence, will work closely with Jean-Paul Chapeleau, particularly on industrial studies. He will approve them as well as the related investments.

A business school graduate, Jean-Paul Chapeleau joined Jeanneau in 1980. After a first five-year assignment in sales management, he was Director of Logistics for Jeanneau until 1995. He then served as Aftersales and Customer Service Director for 10 years. From 1992 to 1999, Jean-Paul Chapeleau was instrumental in the development of Jeanneau's production in Poland. From 2006 to 2009, he was in charge of Jeanneau's marketing, before later heading up its business development. For the past 10 years, Jean-Paul Chapeleau is General Manager of the Jeanneau and Prestige brands.

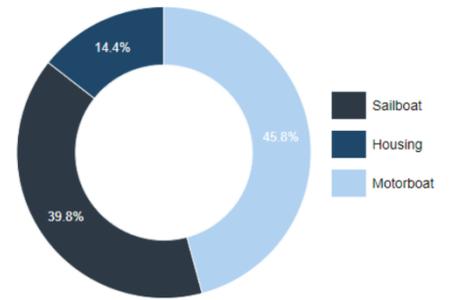
ABOUT GROUPE BENETEAU

As the boating industry's global market leader, Groupe Beneteau, through its Boat division's 12 brands, offers over 200 recreational boat models serving its customers' diverse navigational needs and uses, from sailing to motorboating, monohulls and catamarans.

Leading the European leisure homes market, the three brands from the Group's Housing division offer a comprehensive range of leisure homes, lodges and pods that combine eco-design with high standards of quality, comfort and practicality.

With its international industrial capabilities and global sales network, the Group employs 8,200 people, primarily in France, the US, Poland, Italy and China.

FY 2018-19 Group revenues: EUR 1336.2M



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