



GROUPE BENETEAU

PRODUCT CASE STUDY: MULTIHULLS

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1. STAKES
2. CHANGES IN THE CATAMARAN OFFERING



1. STAKES

STAKES: NEW DIFFERENTIATED OFFERING

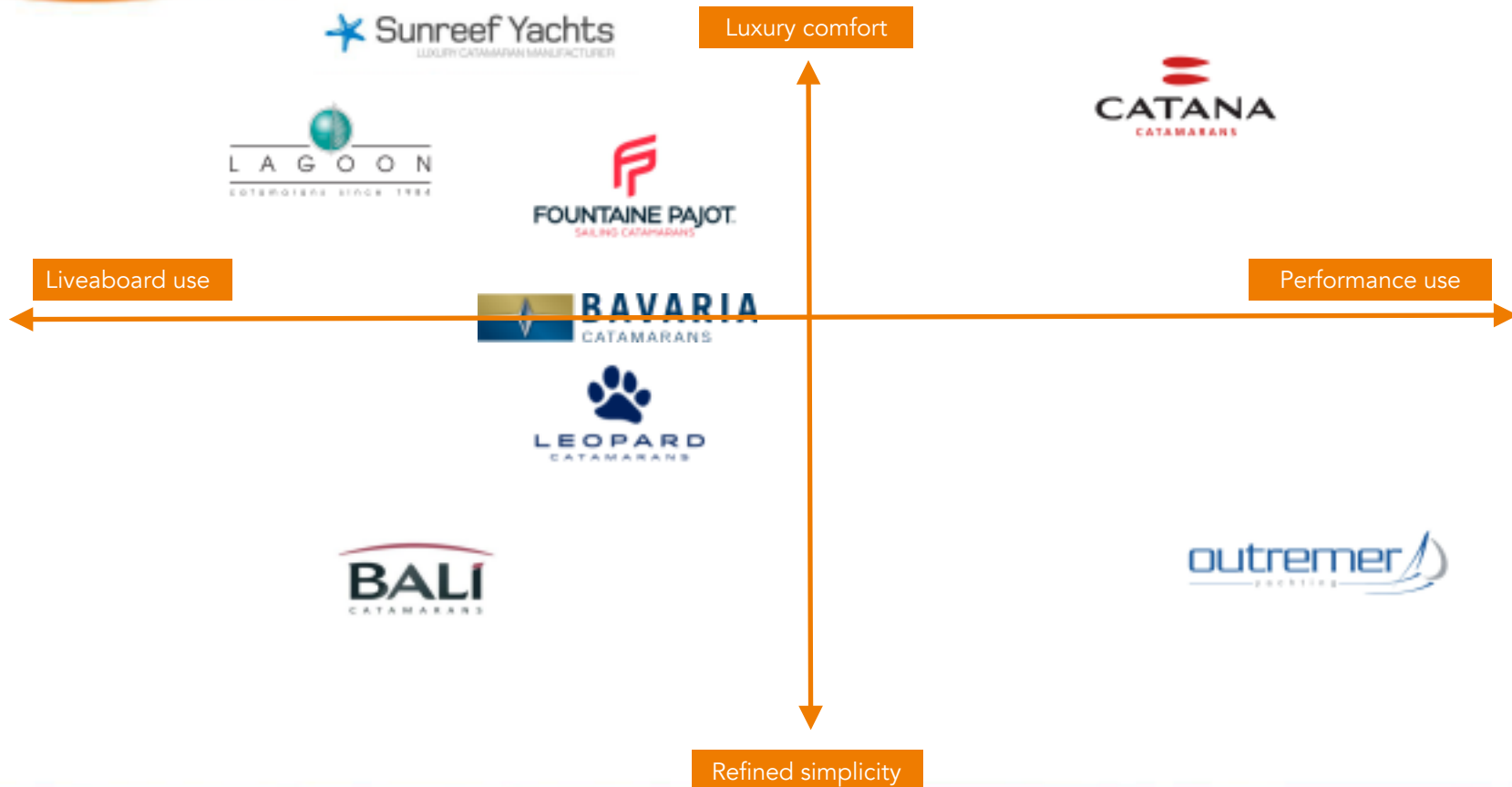
- Responding to the market's segmentation
- Expanding our distribution network
- Optimizing our facilities and increasing our revenues

WHY A NEW CATAMARAN OFFERING?

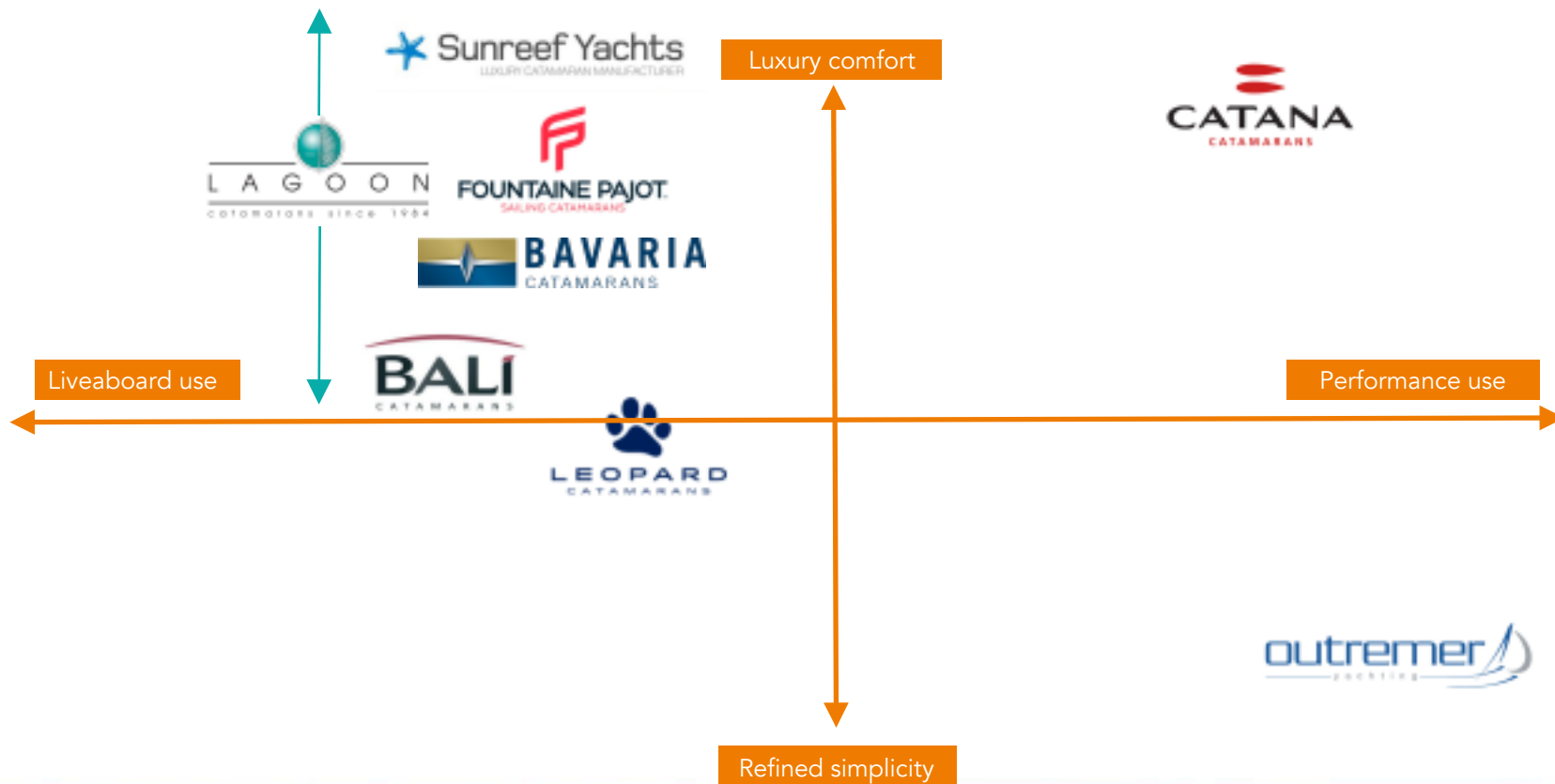
- Increase our market shares
- Market is more developed and is segmenting
- Differentiation from competitors who have followed the Lagoon



POSITIONING OF KEY PLAYERS IN 2013



POSITIONING OF KEY PLAYERS TODAY





2. CHANGES IN THE CATAMARAN OFFERING

HOW TO DEVELOP THIS OFFERING

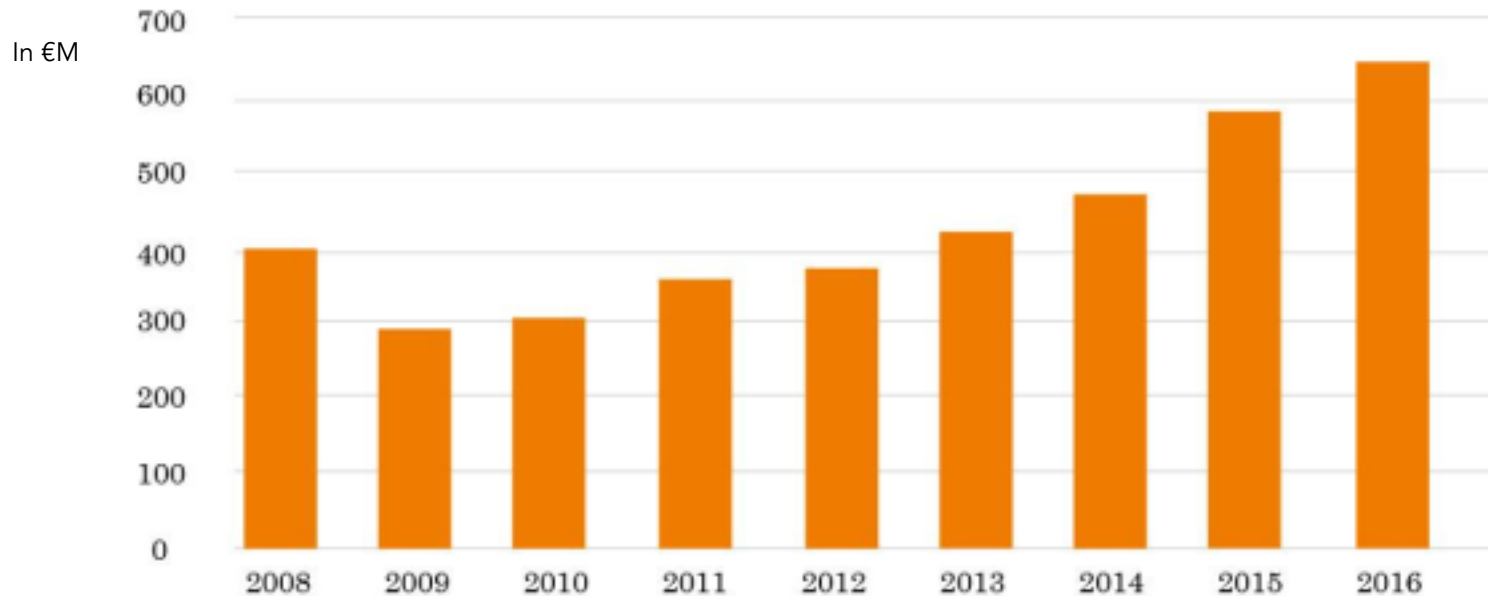
- Capitalizing on Lagoon's success
- Capitalizing on a dynamic market
- Capitalizing on synergies within the Bénéteau Group

CAPITALIZING ON LAGOON'S SUCCESS

- Brand ramped up since 1995
 - Global leader since 2003
 - Outperforming the market
- Industrial and financial synergies with the Bénéteau Group
- Constant challenger mindset
- Innovations that have become essential features

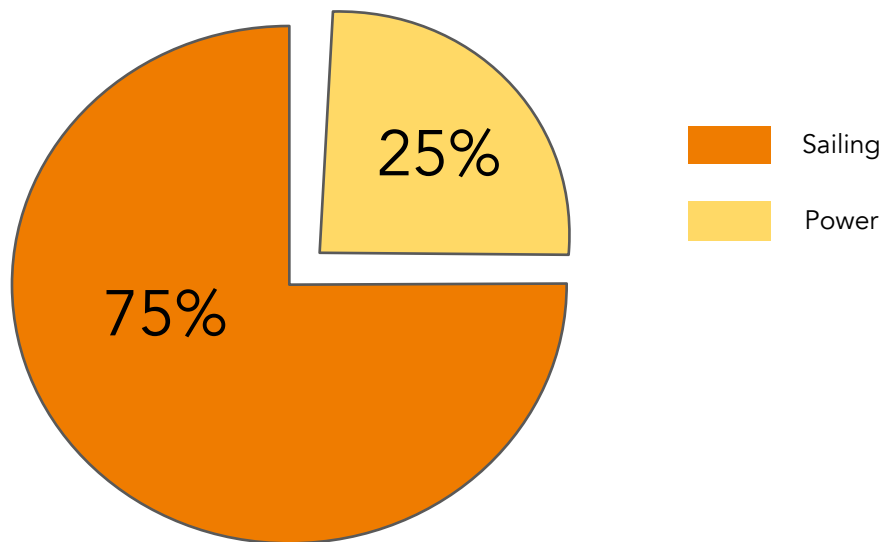


DYNAMIC GLOBAL MARKET



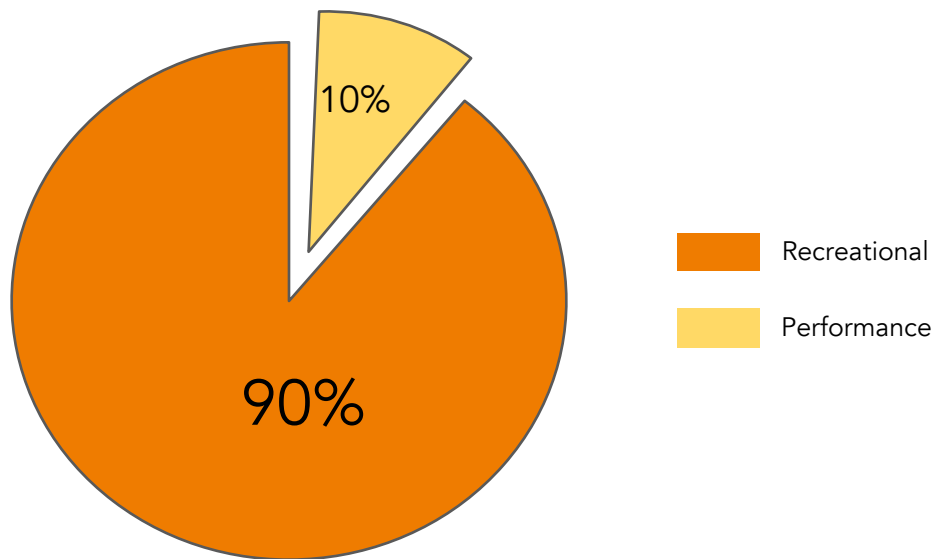
- Dynamic catamaran market that has climbed back above its pre-crisis high
- Average annual growth of 18% since 2010

SAILING / POWER BREAKDOWN – LIVEABOARD CATAMARANS



- Sailing segment still dominant, with 75% of the market
- Power segment growing for the past 2 years

BREAKDOWN OF SEGMENTS COMFORT / PERFORMANCE – SAILING CATAMARANS



- Recreational segment dominant, with 90% of the multihull sailing market

KEY DEVELOPMENT FACTORS

- Launch of the new brand in 2018
- Range of several models rapidly available
- New design approach





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