

1884 - 2024 - 140 YEARS OF INNOVATIONS

WITH THE 13 NEW 2024 MODELS IN ITS BOATING DIVISION, THE GROUP CONTINUES TO MOVE UPMARKET: EXPERIENCE ON BOARD, TECHNOLOGICAL INNOVATION AND DURABILITY.

PIONEER FROM GENERATION TO GENERATION FOR 140 YEARS, THE GROUPE BENETEAU REAFFIRMS THE VALUES THAT UNDERPIN ITS STRENGTH AND ITS CAPACITY FOR INNOVATION AND TRANSFORMATION.

At the Miami Boat Show 2024, Groupe Beneteau is celebrating its 140th anniversary under the banner of innovation. 13 new models were presented by the brands of its Boat division. The Group is continuing its strategy of moving upmarket, with enhanced on-board experiences, technological innovations and sustainability. The Group emphasised the values of Passion, Transmission, Conquest and Audacity, which have been its strength for 4 generations. These values continue to guide the Group's ability to innovate and transform itself, to deliver ever greater value to its customers.

SINCE BENJAMIN BENETEAU IN 1884, THE BENETEAU GROUP HAS NEVER STOPPED INNOVATING

"All began in 1884 in Saint-Gilles-Croix-de-Vie, in Vendée (France), a small fishing village on the shores of the Atlantic Ocean. Benjamin Bénéteau built fishing boats there, with the aim of being ever faster to be the first to reach port," recalls Gianguido Girotti, Managing Director of the Boat Division.

"His visionary influence was later passed on to his granddaughter, Annette Roux, who went on to define the modern concept of leisure boating. As a pioneer, she combined know-how with the series production of boats to make leisure boating accessible and distributed worldwide. »

DELIVERING VALUE TO CUSTOMERS REMAINS A PRIORITY

Innovation has always been the driving force behind the Groupe Beneteau. Successive generations have always demonstrated the same desire to add value and meet the needs of their customers: first fishermen, then families, and more recently weekly charters. Over the decades, the Group has enjoyed remarkable growth thanks to the successive contributions of prestigious brands. BENETEAU, JEANNEAU, PRESTIGE, LAGOON, EXCESS, DELPHIA, FOUR WINNS AND WELLCRAFT. They have all contributed to enriching the Group's offering,

POSITIONING IN THE SERVICES SECTOR, IN ADDITION TO ITS TRADITIONAL BOATBUILDING BUSINESS

Faced with major changes in practices and the new expectations of future generations in terms of experience, technology and sustainability, the Group's ambition is to position itself increasingly in the service sector, complementing its traditional shipbuilding business.

"The Boating Solutions division is gradually becoming our second house of brands, which begins exactly where the first ends, that is, once the boat is delivered, once the dream is realized" recalls Gianguido Girotti . "It's an ecosystem entirely dedicated to end-customer satisfaction: financing, digital solutions, use through Charter and Boatclub, and customization of the boat's equipment." the Group reiterates its ambition to build an attractive offer for everyday use of the boat, either in America or in Europe with distinct approaches

1/Two years ago, the Groupe Beneteau acquired an equity stake in Your Boat Club for the North American market: in all these locations, Your Boat Club offers classic boat rentals and memberships, and carries out 40,000 boat outings every year. Synergies with the Glastron brand are optimized for rental and yacht club use, and with a fleet that is just over a year old on average, YBC guarantees the best boating experience.

2/ Wiziboat, an intelligent digital platform for European markets, enables members to access and use boats autonomously, with 35 bases already in France and plans to expand across Europe. The ambition with these two models is to build a community of 10,000 members within the next five years. For the Group, the boat club model allows attracting new practitioners with low commitment, offering a relevant sharing economy particularly when marina infrastructure becomes saturated. The boat club also serves as an interesting use case as a laboratory for the Group's new technologies, such as introducing the future Four Winns H2e for a more ecological and silent boating experience.

PASSION, TRANSMISSION, CONQUEST, AUDACITY: 4 VALUES THAT DRIVE THE GROUP'S INNOVATIONS

For Gianguido Girotti, "throughout its history, the Group has faced up to difficulties with vision and a sense of anticipation, always relying on its 4 values, which today guide nearly 8,000 employees around the world".

-**The passion** : 34 years ago, the launch of the BENETEAU Figaro 1 was a major innovation that gave birth to renowned skippers such as Franck Cammas, Michel Desjoyaux, Armel Le Cleac'h and many others. In 2024, the Group is launching the Jeanneau Sun Fast 30 One Design, the first 100% recyclable boat specially designed to help the new generation of sailors reconcile sport, performance and eco-responsibility.

- **The transmission** is considered a duty for the Group. Each new design, each cleat screwed onto a deck benefits from unique know-how that must be shared from generation to generation. In the 1960s, BENETEAU was the first builder in Europe to industrialise the production of polyester sailing yachts. In 2024, building on this unique know-how, the Groupe Beneteau remains at the forefront with the brand new Elium®Arkema resin process, which makes it possible to build hulls and decks that are entirely recyclable. The series production of the SUN FAST 30 One Design will enable this innovation to be deployed on 50' sailing yachts.

- **The conquest** is the Group's ambition to be the leader in the markets it invests in: already with the first series production in the 90s of the LAGOON catamarans, today the world leader in the multihull sailing segment, or more recently in smartboating with SEANAPPS, or on the charter market with DREAMYACHT and NAVIGARE. In 2024, the Group is massively opening up 2 new market segments with the Prestige M-line, which is the 1st "true" multihull designed to be a powerboat, and the Four Winns TH range, which will pave the way for a more responsible dayboating activity, with 30% less fuel consumption than a traditional dayboat.

- **The audacity** transcends the history of the Beneteau Group and drives its development. "In 1910, Benjamin Bénéteau launched the first motorised sardine fishing boat. It was a real breakthrough innovation, but it brought value to customers because fishermen could return

to port more quickly to sell their fish," recalls Gianguido Girotti. In 2023, after streamlining its brands and product portfolio in 2020, the Group has invested heavily over the past 18 months to design and develop a new offering that will also bring more value to its customers: the New Prestige F-Line, with more space. For Jeanneau, the new SUN ODYSSEY 350 will also complete the range, for BENETEAU, the 7th generation of Oceanis with the 37.1 electric propulsion, the SWIFT TRAWLER 54 in response to expectations of autonomy, the LAGOON 60 ... In total, more than 13 new models offered by the brands of the Group in 2024.

THE GROUP DRAWS ON THE COMPLEMENTARITY OF ITS 9 BRANDS TO CONSOLIDATE ITS POSITION AS A MULTI-SPECIALIST IN ITS MARKET SEGMENTS

After 2 flourishing years for the nautical industry, the Groupe Beneteau and its boat division are approaching 2024 with a clear vision: to focus on its 3 market segments: dayboating, real estate on the water, and monohull and multihull sailing boats.

"The complementary nature of our brands is a major asset in meeting the diverse needs of sailing enthusiasts around the world," emphasised Gianguido Girotti. "BENETEAU, JEANNEAU, PRESTIGE, EXCESS, LAGOON, DELPHIA, the 2 American brands WELLCRAFT, and FOUR WINNS and GLASTRON dedicated to boat clubs, each bring unique expertise: which allows us to remain at the forefront of innovation across all our market segments.

INNOVATIONS IN 2024 UNDER THE BANNER OF THE ON-BOARD EXPERIENCE, TECHNOLOGICAL INNOVATIONS AND SUSTAINABILITY

BENETEAU

Beneteau is celebrating its 140th anniversary with a remarkable history spanning 80 countries, 44 models in 6 ranges and 118,000 boats built. The brand continues to innovate in 2024 with the Oceanis 37.1, the latest model to feature electric propulsion, illustrating the constant advances made in terms of sustainability. The second major innovation is the Swift Trawler 54, a combination of tradition and innovation, with a Fusion hull by Bill Dixon, Sleipner vector fins and an elegant design by Pierangelo Andreani. Autonomy is a key feature, offering a range of 800 nm at 9 knots and advanced energy solutions, setting the ST54 apart from traditional trawlers. 2024 will also be a year of celebration for its 140th anniversary. In particular, Beneteau is organising the Great Loop Europe from June onwards, criss-crossing Europe from Sweden to Greece aboard a specially equipped Oceanis 37.1. The brand will also be taking part in the Vendée Globe, marking two decades of partnership.



JEANNEAU

The success of the brand is confirmed with almost 1500th Sun Odyssey349. Jeanneau continues to innovate with the long-awaited launch of the Sun Odyssey 350, which illustrates the quest for excellence in sailing as well as sustainability with the Sun Fast 30 One Design, made of recyclable resin Elium® (ARKEMA) and the first mass-produced sustainable yacht.



PRESTIGE

Prestige had a very successful year in 2023, marked by the launch of the Prestige F4 and M8 models and numerous awards. For 2024, the brand is announcing the launch of the Prestige F5, a 57-foot family yacht with a dynamic exterior design and innovative features, which will be unveiled at the Cannes Yachting Festival. Building on the success of the M-Line, Prestige is also announcing the forthcoming launch of a new model positioned between the M48 and the M8, promising innovative features that will shape the multihull market. Further details will be revealed at the Cannes Yachting Festival in 2024.



LAGOON

Lagoon is set to host two significant events to commemorate its 40th anniversary. The first, LAGOON EXCLUSIVE DAYS in Bordeaux on March 6th, provides a unique opportunity to explore their catamaran factory, understand production processes, and interact with development teams and architects. Witness the debut of the Lagoon 60 #01 and experience its remarkable design. Another noteworthy event, the Lagoon World Escapade on May 17th to 19th, will see simultaneous escapades in 37 destinations worldwide, showcasing the brand's global presence and celebrating 40 years and over 7000 Lagoon boats.



EXCESS

In just 5 years, the Group's newest brand, Excess, has already won over more than 350 owners with a fresh and distinctive offering on the cruising catamaran market! With its Roadster architecture, the latest model, the Excess 14, features unique asymmetrical hulls, sleek lines, steering consoles directly connected to the rudders, and a powerful sail plan that offers the most favorable sail area/displacement ratio on the cruising catamaran market.

To explore this new and rapidly growing market segment, the brand has developed a unique tool: Excess Lab, the first online platform that allows customers to exchange ideas with the Excess design office and create the Excess of tomorrow.



FOUR WINNS

Four Winns, a major player in day boating, unveils the H9, a sophisticated 29 to 31-foot bowrider distinguished by its single-level deck, self-bailing cockpit, 2 fold-down terraces, and top-notch ergonomics, setting a new standard in the growing market in the United States. The Four Winns TH36, making its debut in 2023, introduces instinctive boating with a fixed foiling system to reduce fuel consumption and enhance navigation fluidity.



WELLCRAFT « OWN THE OFFSHORE »

The Wellcraft brand has unveiled its latest model, the Wellcraft 435, a boat specially designed to push the limits of sailing and stand out from the crowd. It also tells us a little more about its new sport range, scheduled for 2025. New features include a central console for family fun, without sacrificing performance!



SCARAB

SCARAB introduces the NEW 235 Open from SCARAB! Performance no longer just means speed, but also agility and maneuverability. Scarab has taken the best of water sports and brought them together in an innovative, feature-rich center console. The ideal boat for fishing in the morning, lunch in a cove at noon, surfing in the afternoon, and sandbar-riding at sunset to celebrate an incredible day on the water.

LIST OF BOATS PRESENTED AT MIAMI: the Jeanneau Sun Odyssey 350, CAP CAMARAT 9.0 WA série 2, MERRY FISCHER 895, DB37, the Beneteau Oceanis 37.1 electric, Antares 12, the Wellcraft 435, the Four Winns TH36, the Prestige F4 and M48, the Excess 14, the Lagoon Sixty 5.



ABOUT GROUPE BENETEAU

Founded 139 years in Vendée by Benjamin Beneteau, Groupe Beneteau is nowadays bolstered by an international presence of 23 production sites and a global sales network.

Groupe Beneteau posted €1.5 billion turnover in 2022 and has a workforce of nearly eight thousand employees, mainly in France, United States, Poland, Italy and Portugal.

A world leader, Groupe Beneteau's nine brands in its Boat Division offer more than 150 models of pleasure craft to meet the diverse needs and sailing projects of its customers, whether sailing or motoring, monohull or catamaran.

Through its Boating Solutions Division, the Group is also involved in services covering daily or weekly boat hire, marinas, the digital sector and financing.

Its Habitat Division is a major European player in outdoor accommodation. Its three brands offer a wide range of mobile homes. It has nine hundred employees split between six production sites in France and one in Italy. It posted a turnover of €257.2 million in 2022.

CONTACTS – GROUPE BENETEAU

MEDIAS RELATIONS

Barbara Bidan

Corporate Communication Director

b.bidan@beneteau-group.com

www.beneteau-group.com