



**For 140 years, Groupe Beneteau has been transforming the face of boating.  
In this anniversary year, the Group is adapting, accelerating, and innovating  
to make everyone's sailing dreams a reality,  
with high-quality, sustainable, and accessible solutions.**

*For 140 years, Groupe Beneteau has been listening to its customers, innovating and taking bold strategic decisions. Once again this year, with 14 new models, Groupe Beneteau is pursuing its dynamic conquest in an uncertain market. This 47th Cannes Yachting Festival is an opportunity for the market's only multi-specialist to review its current situation and share its vision.*

Gianguido GIROTTI, CEO of the Boat division, summarizes the Group's position: *"We place the user experience at the heart of our strategy, convinced that by improving the onboard experience, we will meet our customers' expectations. We are developing new products and services to offer sustainable and accessible boating for all generations and uses."*



## **ON AN UNCERTAIN MARKET, GROUPE BENETEAU PREPARES FOR TOMORROW WITH CONFIDENCE AND CONVICTION**

### **1 – Remaining strong in a slowing market.**

After a historic year in 2023 in terms of revenue, driven by an exceptional post-Covid period and a four-year transformation plan, Groupe Beneteau must show agility in responding to the challenges of its sector, whether they be economic, demographic, industrial, or environmental. These headwinds are not always easy to navigate, but they have built the history and reputation of the French industrial leader.

Groupe Beneteau relies on two key indicators to look to the future with confidence despite the current challenges:

- **Stock levels:** The situation of dealer stocks is gradually improving. The sector is expected to regain momentum after the election periods, particularly in the U.S., when clients typically show some hesitancy.
- **The momentum of boat shows:** The Cannes show kicks off the season, followed by Southampton, Genoa, La Rochelle, and Düsseldorf. The Group has chosen to continue its investments, particularly in production sites, and further boost its innovation policy.

This is how Groupe Beneteau is preparing for a recovery, ready to react at the first signs of activity restarting.

## 2 – Positioning for tomorrow's boating usages.

In a rapidly changing ecosystem, the Groupe Beneteau embraces the key trends in its sector.

- The Group now expects interest rates to decline, while being aware that post-Covid inflation is the new key factor to take into account. Its positioning across three product segments and its ability to expand its offering to meet broader needs are major assets.
- The digital revolution and the rise of Artificial Intelligence are set to transform usage patterns. With its "Seanapps" application and 10,000 connected boats, Groupe Beneteau holds a major card in understanding onboard needs and experiences.
- The ecological challenge is also at the heart of the Group's strategy. It is committed to reducing its CO<sub>2</sub> emissions intensity by 30% by 2030 and presents a pragmatic CSR roadmap aimed at enhancing the customer experience.
- Lastly, the Group anticipates major demographic changes (aging populations, new generation aspirations and income disparities). It already offers new solutions, both in terms of products and services.



Bruno Thivoyon, CEO of Groupe Beneteau, emphasizes the conditions for a successful recovery: *"Adapt to the uncertainty of the market to emerge stronger. Accelerate our development roadmap in a pragmatic manner, centered on improving the customer experience. And innovate, to continuously offer new boating solutions. I am convinced that we are on the right track in these three directions."*

## INNOVATION AND AGILITY: THE GROUP ADAPTS ITS ORGANIZATION BY MARKET SEGMENTS TO BE CLOSER TO ITS CUSTOMERS

More than ever, agility and customer proximity are key. The Group has redesigned its organization around its three market segments: Dayboating, Real Estate on the Water and Sailing.

### 1 – Dayboating: Strengthening brands presence in Europe and expanding American brands worldwide.

Groupe Beneteau is present in this segment with five brands - **BENETEAU, JEANNEAU, WELLCRAFT, FOURWINS, SCARAB** - and no less than 78 boat models ranging from 6 to 14 meters. In a market heavily impacted by inflation, particularly in the U.S., the Group continues its launches and aims to consolidate its positions in Europe while expanding in the U.S.

With **JEANNEAU** and its new **Merry Fisher 895 Sport Series 2**, the focus is on the nautical and sporting experience: interior comfort and an emphasis on the outdoors with a large cockpit and modular spaces for water sports equipment.

For the **FOUR WINNS** brand, the launch of the **TH36 with foils** offers the perfect combination of sustainability and navigation comfort. The integrated foils and architecture enhance glide on the water and reduce drag by 25%.



## 2 – Real Estate on the Water: Continuing the strategy of moving upmarket while expanding the offering.

In this segment, the Group offers 23 boat models ranging from 10 to 24 meters under its **BENETEAU**, **JEANNEAU**, **PRESTIGE**, and **DELPHIA** brands. The objectives in this segment are to strengthen the value strategy and expand the offering.

Customer experience is central to the new **BENETEAU Swift Trawler 54**: the cockpit and in/outdoor spaces offer a 360° view of the sea. Navigation is stable and quiet thanks to electric stabilizer fins. Its 18 solar panels and lithium batteries provide 8 hours of autonomy on board.



For the **PRESTIGE** brand, space and comfort onboard are the guiding principles for the new models in the "Art de vivre" line. Premiering at Cannes, the Group unveils the upcoming **M7** and its new Flybridge **Prestige F5.7**.

## 3 – Sailing: As the global leader in this segment, the Group expands its offering to make it accessible to the widest audience.

With its four brands —**BENETEAU**, **JEANNEAU**, **LAGOON**, and **EXCESS**—Groupe Beneteau has 38 boat models ranging from 4 to 24 meters, available worldwide.

For 140 years, Groupe Beneteau has been setting the standards for sailing with its monohulls and catamarans. Today, the Group continues to inspire dreams by expanding its offering.

This ambition is already evident this year with the introduction of six new boats.

The **BENETEAU** brand marks the return of the **First 30**, completely redesigned and now equipped with Seanapps connectivity. The Group is also focusing on its accessible price, starting at €100K, to reach a broad audience without compromising on safety, design, or comfort.





At **EXCESS**, the Group announces the release of the new **Excess 13** for 2025, for which the design has been entirely revamped by the Marc Lombard yacht design firm: A lighter and more robust boat, offering comfort without compromising the sensations of sailing, the brand's essential DNA.



For the global leader in catamarans, **LAGOON**, no fewer than four new models are presented at Cannes: the **Lagoon 38, 43, 60, and Eighty 2**. These models reflect the brand's desire to extend its offering to meet its customers' diverse expectations.

## CSR: GROUPE BENETEAU EXPANDS ITS ROADMAP WITH TWO MAJOR INNOVATIONS FOCUSED ON CUSTOMER EXPERIENCE

The Group has set a target to reduce the intensity of its CO<sub>2</sub> emissions by 30% by 2030. In addition to the three main pillars of its action —namely naval architecture, alternative propulsion systems and the use of new materials such as recyclable Elixir® resin, now integrated into the **BENETEAU Oceanis Yacht 60** — the Group announces two new initiatives combining sustainability and customer experience.

### 1 – The Island Cruising boat: Space, Silence, and Energy Redefined

*"The **Island Cruising boat** is a concept boat derived from an in-depth analysis of data from 1,000 boats connected to Seanapps, covering the practices of 180,000 users, says Damien Jacob, Product Development Director at Groupe Beneteau. This study reveals that sailors' primary expectations are an enhanced outdoor experience, simplified required skills, and a greater focus on sustainability."*



The **Island Cruising boat** meets these needs by offering exceptional poolhouse comfort, with a design focused on space and silence. It incorporates hybrid propulsion technology and a new-generation hull. Noise and vibration are minimized and energy management is fully autonomous, which reduces fuel consumption by 50%.

## 2 – Launch of the “Lagoon 620 NEO”: A second life for renovated catamarans with a manufacturer’s warranty

With its **LAGOON** brand, Groupe Beneteau is taking a further step in its CSR approach with the “**Lagoon 620 NEO**”. This initiative involves renovating existing catamarans and offering them with a manufacturer’s warranty. The quality standards are the same as for new boats. **Lagoon NEO** thus contributes to the management of end-of-life boats and meets the growing demand for a circular economy. It also supports customers in a post-inflation scenario.

## DIGITAL AND THE SHARING ECONOMY: GROUPE BENETEAU IS WELL POSITIONED

Technological and demographic changes are transforming navigation usages. Groupe Beneteau anticipated this shift several years ago with key initiatives. The **SEANAPPS** project, launched three years ago, now equips 10,000 boats, representing the largest connected fleet in the world. More than just a database, it is the first step towards a smarter approach to boating.

At the same time, the Group fully embraces the new reality of the sharing economy with **WIZIBOAT**. Operational at over 30 boating bases in Europe, **WIZIBOAT** complements the Group’s existing boat rental network, already present in the U.S. with **Your Boat Club**. Finally, the recent decision by Le Boat, Europe’s leading river cruise company, to renew its fleet with **DELPHIA** boats in Europe and expand to the U.S., also reinforces the Group’s expertise in boat rental.

## CONCLUSION

Bruno Thivoyon, CEO of Groupe Beneteau: *“For 140 years, Groupe Beneteau has continuously adapted to market changes. It’s when the market slows down that we must launch the right new models and take initiatives on tomorrow’s trends. Innovation is key to bouncing back and becoming even stronger in the future. Once again, our teams are demonstrating their ability to be both agile and transformative, in order to continue fulfilling our mission: Bringing dreams to water.”*

## REPLAY OF THE PRESS CONFERENCE



### Groupe Beneteau's Key Appointments at the Cannes Yachting Festival 2024

#### **Tuesday, September 10**

- LAGOON - Press conference – 5:00 PM - Port Canto –VIP pontoon stand sail 117

#### **Wednesday, September 11**

- JEANNEAU - Press conference – 9:00 AM – Port Canto - stands power 135 & power 041
- WELLCRAFT - Press conference – 11:00 AM - Port Canto - stand power 133
- BENETEAU - Press conference Swift Trawler 54 – 12:30 PM - Vieux Port - stand pan 222
- EXCESS - Press conference – 6:00 PM - Port Canto - stand sail 153

#### **Thursday, September 12**

- PRESTIGE - Press conference PRESTIGE F5.7 – 8:30 AM - Vieux Port - stands pan 102 & pan 002

### Upcoming Groupe Beneteau Appointments

- Half-year results - September 25, 2024
- Genoa Boat Show - September 19-24, 2024
- Grand Pavois La Rochelle - October 1-6, 2024
- Barcelona Boat Show - October 10-13, 2024

## **ABOUT GROUPE BENETEAU**

Founded in Vendée 140 years ago by Benjamin Bénéteau, Groupe Beneteau today boasts an international industrial presence with 23 production sites and a global sales network. In 2023, Groupe Beneteau achieved a turnover of €1.785 billion and employs nearly 8,130 people, primarily in France, the United States, Poland, Italy, Portugal, and Tunisia.

As a global leader, Groupe Beneteau offers, through its nine Boat Division brands, more than 135 recreational boat models, catering to the diverse needs and sailing projects of its customers, whether sailing or motor, monohull or catamaran.

Through its Boating Solutions Division, the Group is also involved in services such as day or weekly boat rentals, marinas, digital solutions, and financing.

Its Habitat Division is a major European player in outdoor hospitality, offering a wide range of mobile homes through its three brands. The division employs 900 people across six production sites in France and one in Italy.

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