

JOOOL : Groupe Beneteau et Groupe Fountaine Pajot strengthen the foundations of their partnership to accelerate marine electrification

Cannes, September, 10 2026

Five months after announcing their partnership, the two groups have appointed Philippe Hamon as president of their joint venture, confirmed JOOOL as the brand for their commercial solutions, and are gradually expanding their operations to include new boats and shipyards.

Groupe Beneteau and Groupe Fountaine Pajot are presenting a new stage in their strategic partnership for the electrification of boating at the Cannes Yachting Festival. Announced in April, their 50/50 joint venture aims to pool expertise, development efforts, and production volumes to offer standardized, competitive electrification solutions open to the entire boating industry. The goal is to contribute to the electrification of 10 to 15 percent of the global sailing market by 2030.

In Cannes, the two partners are providing a concrete update on the project, highlighting three key developments: a dedicated governance structure, the confirmation of JOOOL as the brand for technical solutions and the expansion of the number of boats and shipyards involved.

Philippe Hamon appointed as President of Elektra Marine

Groupe Beneteau and Groupe Fountaine Pajot announce the appointment of Philippe Hamon as chairman of their joint entity. With nearly thirty years of experience in the automobile industry, particularly at Valeo, he has worked in a sector characterized by electrification, component standardization, shared platforms, and large-scale industrialization.

His mission will be to support the growth of the business, the structuring of the product offering, and its rollout across a growing number of brands and models.

"Given my experience in the automobile industry, I am convinced that standardization and platform strategies make it possible to offer reliable energy management systems at competitive prices. JOOOL already has significant experience with electrification in the boating sector. The partnership between the BENETEAU and FONTAINE PAJOT groups will enable us to accelerate standardization. The systems developed will be available to other partner shipyards, allowing them to benefit from proven and competitive solutions."

- Philippe Hamon, President of ELEKTRA MARINE

JOOOL, the brand behind our commercial solutions

The two partners have confirmed JOOOL as the single brand for the solutions marketed by Elektra Marine. JOOOL combines propulsion, energy storage, conversion, and management, along with interfaces and services, within a platform designed to adapt to different boat sizes and uses.



This offering is built on an established technological and operational foundation: 28 years of experience in marine electrification, over one million hours of operational data at sea, 44 hybrid sailboats sailing across five continents, and several shipyards already using the technology.

"With JOOOL, we're not starting from scratch. We're building on proven solutions to create a robust, standardized, and scalable offering. Five months after announcing our partnership with Groupe Fountaine Pajot, we're picking up the pace: dedicated governance, a single brand, and a shared platform for electric propulsion and onboard energy autonomy. The challenge now is to create the conditions for scaling up marine electrification."

- Bruno Thivoyon, Chairman of Groupe Beneteau

"Our conviction is clear: the decarbonization of boating will only be able to scale up if we are able to go beyond individual initiatives. We have gained practical experience with electrification on our own boats; the challenge now is to put that experience to work toward a collective goal. Together with ELEKTRA MARINE and JOOOL, we want to help shape a new generation of solutions that can set the standard for the entire boating industry."

- Mathieu Fountaine, Deputy Chief Executive Officer of Groupe Fountaine Pajot

A platform open to the entire market

With the establishment of its governance structure, the strengthening of its brand, and the gradual expansion of its applications, the partnership is entering a phase of operational deployment. JOOOL aims to provide manufacturers with a common technical foundation that can be adapted to their models and uses, and to help structuring the development of marine electrification.

A rollout that is expanding in terms of the number of models and to new construction sites

In Cannes, Groupe Beneteau and Groupe Fountaine Pajot are also presenting updates on their respective roadmaps. JOOOL solutions cover several electrification configurations—both low- and high-voltage—based on shared technical building blocks.

- **8 brands:** BENETEAU, JEANNEAU, LAGOON, LAGOON Signature, EXCESS, Fountaine Pajot, Fountaine Pajot Yachts, Dufour
- **Groupe Beneteau:** 4 models involved
- **Groupe Fountaine Pajot:** 10 models involved
- **3 shipyards outside** these two groups are currently partnering with JOOOL: Leopard Catamaran, RM Yachts, and Chantier de l'Arsenal.



A support system to assist with the rollout

JOOOL already relies on 19 after-sales service centers worldwide to provide long-term support to shipbuilders and users. Thanks to onboard connectivity that combines satellite and cellular networks via a secure gateway, the JOOOL system can be monitored remotely wherever the boat has a connection. After-sales service can view status reports and alarms, analyze parameters and historical data, modify certain settings and deploy software updates—enabling them to assist the crew or a local partner and, when the issue permits, restore the system to operation without the need for on-site visits.

28 years of experience in marine electrification	1 M+ hours of operational data	44 hybrid sailboats on 5 continents	19 after-sales service locations	3 outdoor construction projects underway
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ABOUT JOOOL

Founded in 1997, Alternatives Energies, the parent company of JOOOL, has been developing electrification solutions for the naval and maritime sectors for nearly 30 years. JOOOL is extending this expertise to the boating market with a plug-and-play solution that is standardized and scalable.

Groupe Beneteau and Fountaine Pajot have joined forces to leverage this expertise through the joint venture Elektra Marine, for which JOOOL is the shared brand. This day, more than 44 hybrid recreational boats equipped with the JOOOL solution are sailing in the world's major waterways.

ABOUT GROUPE BENETEAU

Founded in Vendée 140 years ago by Benjamin Bénéteau, Groupe Beneteau is today a world leader in the boating industry. With an international industrial presence spanning 15 production sites and a worldwide commercial network, the Group generated revenue of €849 million in 2025 and has a workforce of more than 6200 employees mainly in France, United States, Poland, Italy, Portugal, and Tunisia.

True to its mission – Bringing dreams to water – Groupe Beneteau designs and builds boats and services to make every experience on the water truly unique. Through its brands, its Boat division offers more than 135 boat models 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 Groupe Beneteau is also involved in services covering daily or weekly boat hire, marinas, the digital sector and financing.

ABOUT GROUPE FOUNTAINE PAJOT

Founded in 1976 by Jean-François Fountaine and Yves Pajot, the iconic FOUNTAINE PAJOT brand began producing catamarans for the general public in 1983. With its unique expertise in the design and manufacture of seaworthy and comfortable catamarans, FOUNTAINE PAJOT has created more than 58 models and delivered over 4,000 catamarans worldwide. Following the merger of FOUNTAINE PAJOT and DUFOUR, the Group now offers a comprehensive and updated range of catamarans and monohulls. For the 2024/25 fiscal year (ending August 31, 2025), the Groupe FOUNTAINE PAJOT reported revenue of €323.2 million. Euronext Growth Paris - ISIN: FR0010485268 - Ticker: ALFPC - PEA/SME-eligible www.CONTACT.

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