

PRESS RELEASE – APPOINTMENT

Saint Gilles Croix de Vie (France), 5 September 2016

George ARMENDARIZ, Group CEO for Americas Groupe Beneteau

Groupe Beneteau appoints CEO for Americas

Groupe Beneteau has appointed George Armendariz as the new Group CEO for the Americas, effective on 22 August 2016. A newly created position in the organization of the Groupe Beneteau, the Group CEO for Americas will coordinate at the regional activities of all the brands currently present in North, Central and South America, namely Beneteau, Jeanneau, Prestige, Four Winns, Scarab, Glastron and Wellcraft.

George Armendariz joins the Groupe Beneteau from Nordic Tugs Inc., a manufacturer of recreational trawlers based in Burlington, Washington (USA) where he served as President.

Prior to that he spent 21 years holding a number of positions at Brunswick Corporation, the most recent of which was as Vice President and General Manager of Brunswick Marine Europe based in Belgium. In that capacity, George was responsible for the management of Brunswick's boat brands in Europe, Middle East and Africa.

Before joining Brunswick Corporation, George spent 12 years with First Interstate Bank where he was Vice President, International, in Seattle, after having run the bank's operations in Rio de Janeiro and Buenos Aires.

George has extensive experience with both European and Latin American cultures, having worked and resided in Europe, South America, and the USA. He is a founder and former director of Plaza Bank, Seattle, Washington and Board member of Heritage University in Washington State. George holds a BA degree in Business Administration from Texas Christian University and speaks English, French, Spanish and Portuguese.

About Groupe Beneteau

World leader for mono and multihull sailboats, Groupe Bénéteau continues growing on the powerboat markets where it now plays a significant role.

In both sailing and powerboating, the Group's brands : BENETEAU, JEANNEAU, LAGOON, PRESTIGE, MONTE CARLO YACHTS, CNB, FOUR WINNS, GLASTRON, WELLCRAFT and SCARAB offer a range of more than 200 models from 15 to 105 feet in length.

Groupe Beneteau also leads the European market of leisure cabins with its brands O'HARA and IRM. It is active too on the residential housing market with high environmental performance.

<https://www.beneteau-group.com/en/>

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