

# GROUPE BENETEAU

## Mrs. Carla Demaria appointed as a member of BENETEAU SA's Management Board

During its meeting on Wednesday August 31st, BENETEAU SA's Supervisory Board appointed Mrs. Carla Demaria as a member of the Management Board. Chairman of the Monte Carlo Yachts SPA subsidiary, Carla Demaria joined the Group in October 2008 to help drive its development in the large power yacht sector.

The first unit from the Monte Carlo Yachts brand, launched in Venice in July 2010, has proven very successful, establishing itself as one of the most award-winning yachts of all time in the pleasure cruising sector at the end of its very first season.

The second model from the range, the elegant fly MCY 65, measuring almost 20 meters, will be unveiled at the Cannes Boat and Yacht Show on September 6th.

Within this context, the Group recently acquired an industrial site in Montfalcone (Italy), previously owned by Seaway.

Following this appointment, Carla Demaria will be heading up the BÉNÉTEAU brand from November this year, while continuing in her role within the Monte Carlo Yachts brand.

Carla Demaria has spent most of her career in the Italian boating sector. The experience she has built up and her in-depth knowledge of the market have also seen her taking on the position of Vice-Chairman of UCINA, the Italian yachting federation, in 2008.



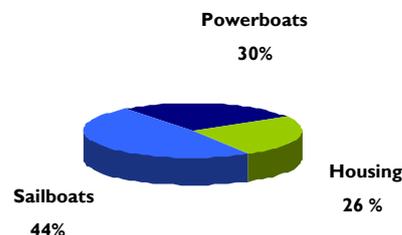
### *About the BENETEAU Group*

**As the world's number-one sailboat builder** - both mono- and multi-hull - the BENETEAU Group has continued to develop its business on the **powerboat** market, and is now one of the leading players in Europe.

On both sail and powerboats, the **BENETEAU, JEANNEAU, LAGOON** and **PRESTIGE** brands are able to offer more than 100 models ranging from 20 to 60 feet. The Group has one of the most prestigious names for the custom construction of luxury yachts: **CNB**. It is expanding its range in the segment for powerboats over 15 meters with **Prestige Yachts** and **Monte Carlo Yachts**.

The Group is also a leading player on the **European leisure home market** and is developing its business on the market for **high environmental performance residential housing**. With the design and manufacturing of **wooden-frame houses**, it aims to make **quality homes** that are accessible in terms of their pricing and **compliant with sustainable development standards**.

Breakdown of sales by business  
2009-10 Group sales: €779.2 M



[www.beneteau-group.com](http://www.beneteau-group.com)

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