



At the Cannes Yachting Festival, Groupe Beneteau announces 34 new models for the 2019-2020 season, consolidating its market-leading position for recreational boats

Saint-Gilles-Croix-de-Vie, France

With the start of the 42nd Cannes Yachting Festival, Groupe Beneteau is announcing the launch of 34 new models from the Boat Division's 12 brands for the 2019-2020 season. These 58 motor and sailing yachts are on display at the boat show, including 12 world premieres.

During the press conference held today, Jérôme de Metz, Chairman and CEO, confirmed: *"My role will be to unite the Group's teams around an ambitious shared project. Over the past three months, we have first put in place a dynamic executive management committee, with Christophe Caudrelier as Deputy CEO Operational Excellence, Gianguido Girotti as Deputy CEO Product Strategy for all the Group's brands, Corinne Margot heading up Human Resources and Communications, and Jean-Paul Chapeleau, the longstanding head of the Jeanneau and Prestige brands, who has agreed to share his vast experience with us".* He added that this leadership team is working on the Group's new strategic project, which will be presented in 2020.

Product offering further strengthened, reflecting Groupe Beneteau's commitment to consolidating its leading position on its markets

To further enhance the selection of models offered by its various distribution networks across all its market segments, Groupe Beneteau has committed around €40 million each year for the past three years for an in-depth renewal of its product offering. These investments are already delivering benefits, because more than half of the 200 models offered by its 12 brands are less than three years old. Gianguido Girotti, Deputy CEO Product Strategy, presented his approach built around the House of Brands concept.

"The Beneteau Group is the only builder in the world to offer such rich and deep ranges. My aim is to continue developing our brands and their market shares thanks to a fine-grained brand architecture, effectively targeted product investments and efficient distribution networks", explained Gianguido Girotti.

NEW MODELS ANNOUNCED AT CANNES

Motor yachting, a highly diverse segment on which Groupe Beneteau has strong positions.

BENETEAU Swift Trawler 41 Monte Carlo 52	LAGOON SIXTY 7
MONTE CARLO YACHTS MCY 66 MCY 70 MCY 76	PRESTIGE Prestige 420 Prestige 420 S Prestige 590 S

Dayboating and express cruising, core market segments, are undergoing a transformation.

BENETEAU Gran Turismo 32	JEANNEAU Merry Fisher 695 SERIES 2 Merry Fisher 695 Marlin SERIES 2 Merry Fisher 1095 Fly Cap Camarat 12.5 WA
DELPHIA BluEscape 1200 Fly	
FOUR WINNS Vista 355 Coupé	SCARAB Scarab 285
GLASTRON GTD 240 GTD 245	WELLCRAFT 162 Fisherman 402 Fisherman

In the sailing segment, the leading brands offer complementary models.

BENETEAU First Yacht 53 Oceanis 30.1	JEANNEAU Sun Fast 3300 Sun Loft 47
LAGOON SIXTY 5	EXCESS Excess 12 Excess 15

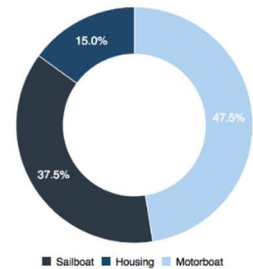
ABOUT GROUPE BENETEAU

As the boating industry's global market leader, Groupe Beneteau, through its Boat division's 12 brands, offers over 200 recreational boat models serving its customers' diverse navigational needs and uses, from sailing to motorboating, monohulls and catamarans.

Leading the European leisure homes market, the three brands from the Group's Housing division offer a comprehensive range of leisure homes, lodges and pods that combine eco-design with high standards of quality, comfort and practicality.

With its international industrial capabilities and global sales network, the Group employs 8,200 people, primarily in France, the US, Poland, Italy and China.

FY 2017-2018 Group revenues : EUR 1287.2 M



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