

GRUPE  BENETEAU

Meetings

2018-19 ACTIVITY REPORT



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Meet





THIS TRANSITION YEAR HAS BEEN MARKED BY
OUR GOVERNANCE CHANGES AND THE STRUCTURING
OF OUR CSR AND ETHICAL COMMITMENTS.

our group

Shared perspectives

6 **APPOINTED AS CHAIRMAN OF THE BOARD OF DIRECTORS IN FEBRUARY 2019, THEN THE GROUP'S CHIEF EXECUTIVE OFFICER IN JUNE, JÉRÔME DE METZ EXCHANGES WITH LOUIS-CLAUDE ROUX, CHAIRMAN OF THE MANAGEMENT BOARD OF BERI 21, THE BENETEAU-ROUX FAMILY'S CONTROLLING HOLDING COMPANY, AND CHAIRMAN OF THE GROUP'S STRATEGIC COMMITTEE.**



Jérôme de Metz



Louis-Claude Roux

- **The Group's governance structure and management bodies have evolved this year. What is the rationale behind this change?**

Louis-Claude Roux: After several years of business growth and strong investments, our operating income was contracting. It was time to reexamine certain choices and ensure fresh momentum for us to move forward.

- **You have switched from a dual governance structure with Supervisory and Management Boards to return to a Board of Directors and a Chairman and CEO. How does this governance work?**

Jérôme de Metz: You can be assured that neither the founding family nor the 10 directors and observers (five of whom are independent) have given up on their prerogatives! Our Board meets very frequently, either with plenary sessions (13 times in 2018-19) or through its four specialized committees (22 meetings last year).

My role is to propose strategies to the Board and then to implement them with the Executive Management Committee (*see its composition on page 8*), which meets every week. The Board of Directors, and particularly its Strategic

Committee, chaired by Louis-Claude, is a real forum for exchanges. No major decisions are taken without its approval.

- **You are talking about strategy. Where are you now in terms of building this new strategic plan?**

Jérôme de Metz: Within the Executive Management Committee, we are working intensely on this. It is built around the simple yet sometimes delicate to implement idea that the group's interests take precedence over those of the various brands or units within it.

Louis-Claude Roux: Working closely on the definition of this plan, I can already confirm that it is both very structuring, through its choices, and very uniting, through its consistency. It will represent a major step forward for the Group, in line with the changes in the world that we operate in. Inspired by Jérôme and led by the Executive Management Committee, this is a strong, rational and pragmatic vision, harnessing the ambition and passion that are an integral part of our family's core values.

REVENUES

€1,336.2M

CHANGE (REPORTED DATA): +3.8%

GROUP EBITDA*

€157.8M

CHANGE (REPORTED DATA): +3.3%

INCOME FROM ORDINARY OPERATIONS

€82M

NET INCOME (GROUP SHARE)

€49.5M

GLOBAL HEADCOUNT

8,361

EMPLOYEES IN FRANCE

5,526

EMPLOYEES IN REST OF WORLD

2,835

* EBITDA: Earnings before interest, taxes, depreciation and amortization, i.e. operating income restated for allocation / reversal of provisions for liabilities and charges and depreciation charges.
See Financial Report – Board of Directors' management report – Point 3 Financial structure.

Governance

Executive Management Committee



From left to right:

- **Gianguido Girotti**, Deputy CEO, Product Strategy
- **Jérôme de Metz**, Chairman and CEO
- **Corinne Margot**, Chief Human Resources and Communications Officer
- **Christophe Caudrelier**, Deputy CEO, Operational Excellence
- **Jean-Paul Chapeleau**, Deputy CEO, Industrial Studies, Purchasing and Product Development

Board of Directors



From left to right:

- **Catherine Pourre**, independent member, Audit and Risk Committee Chairwoman
- **Sébastien Moynot**, independent member, Appointments, Compensation and Governance Committee Chairman
- **Yves Lyon-Caen**, French Boating Industry Federation (FIN) Chairman
- **Jérôme de Metz**, Chairman of the Board of Directors
- **Louis-Claude Roux**, Vice-Chairman, Strategic Committee Chairman
- **Christian de Labriffe**, observer
- **Annette Roux**, Beneteau Foundation Chairwoman
- **Claude Brignon**, observer, Ethics Committee Chairman
- **Anne Leitzgen**, independent member
- **Luc Dupé**, observer (not in the photo)

Ethics & values

**ANNOUNCED IN 2017,
THE ETHICS COMMITTEE
WAS CREATED IN 2018 TO
STRUCTURE AND DEPLOY
THE GROUP'S ETHICS
APPROACH.**



— Core values and principles

With strong values that underpin its relationships with its suppliers and dealers, Groupe Beneteau formalized its Code of Ethics and Code of Conduct in 2018-19. Drawing on contributions from each subsidiary in France and around the world, these documents are the result of a collective effort involving the various activities and professions.

The Group shares a framework of core values and guiding principles for doing business responsibly each day with its employees, suppliers, dealers, customers and partners.

— Whistleblowing procedure being rolled out

The ethics and compliance whistleblowing arrangements are currently being rolled out across the Group. They enable employees and third parties to report any breaches or infringements of ethics, in accordance with the French Sapin II Law of December 9, 2016.

Learn more at:

beneteau-group.com/en/values/

“

Our work on ethics is robust and will continue to grow stronger and develop. Training and building awareness among our staff on ethics is a priority. ”

Claude Brignon, Ethics Committee Chairman

Sustainable commitments

IN 2019, GROUPE BENETEAU CARRIED OUT AN EXTENSIVE CONSULTATION PROCESS WITH ITS INTERNAL AND EXTERNAL STAKEHOLDERS TO ADAPT AND ENHANCE ITS SUSTAINABLE DEVELOPMENT STRATEGY.



1. SAFETY

Guaranteeing a safe and healthy work environment

The multiyear BSAFE plan has been rolled out across all the sites in France and the US since 2016. The subsidiaries in Poland and Italy are deploying specific actions to improve staff safety (training programs and safety policy).

-25% the annual frequency rate reduction target was met this year

2. QUALITY

Further strengthening product quality for our customers

The Quality plan covers all activities. It requires work in all areas: quality of developments at the design stage, quality of suppliers and equipment purchased, quality of operations during the build phase, quality of dealers to provide technical support for customers.

100% of SPBI (France), Ostróda and Delphia (Poland) sites ISO 9001 certified

3. KNOW-HOW

Developing know-how and skills

The training programs cover technical know-how, industrial excellence, managerial efficiency, safety and quality. They are intended for all staff, whether they are on permanent or temporary contracts. Groupe Beneteau is committed to training its staff throughout their careers, helping them grow their skills and facilitating internal development paths.

5 training centers in France, Poland and the US

31% of vacant positions filled through internal mobility

4. EMPLOYMENT

Committing to supporting education and training in our professions

Both in France and internationally, the Group is a leading local employer. With its longstanding commitment to creating and safeguarding industrial jobs in the regions where its production sites are located, Groupe Beneteau launched the "Become a Boatbuilder" campaign in France to raise awareness of and generate interest in boat-building careers.

Discover the French campaign at deviens-constructeur-nautique.fr

5. ECO-DESIGN

Identifying areas for progress to reduce the environmental footprint of boats

The first lifecycle analyses for a boat that will live for 40 years on average show that 87% of the greenhouse gas emissions generated by motorboats are linked to their use. This proportion drops to 45% for sailing yachts.

6. GOVERNANCE

Defining a coherent strategy aligned with sustainable development

Committed to this approach for several years, the Group is continuing to integrate CSR stakes into its strategic review processes.

7. ENVIRONMENT

Reducing the impacts relating to industrial activities

The Group will gradually roll out energy performance and environmental management certification across all its production sites with a view to reducing the impacts linked to its industrial activities and the consumption of raw materials and energy.

100%

of SPBI (France)
and Ostróda
(Poland) sites ISO
14001 certified

100%

of SPBI sites ISO
50001 certified

8. DECONSTRUCTION

Contributing to setting up the sector

The Group has helped put in place the APER, the French eco-organization officially accredited to set up and manage the world's first deconstruction channel.

9. EQUALITY

The Group has published the gender equality index scores for its French subsidiaries at the end of 2018.

SPBI & CNB scores:

84/100

BIO Habitat score:

77/100

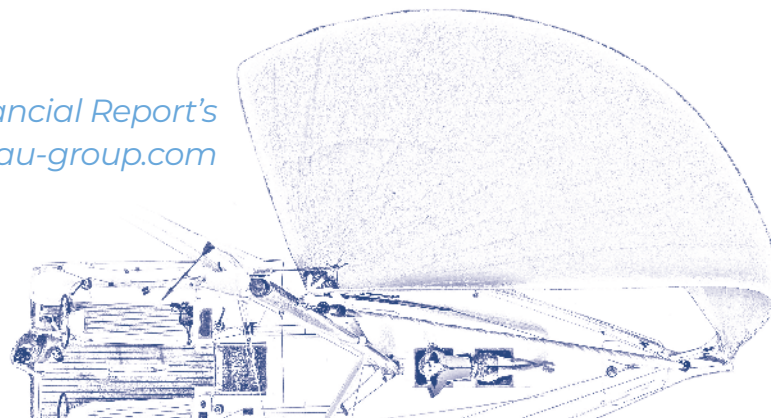
ESG RATING

2019 Gaïa Index overall ranking*

85/230

* Gaïa Rating, Ethifinance's ESG rating agency, conducts an annual data collection campaign covering most of the listed SMEs and mid-market firms. Based on this information, companies are rated on their level of transparency and performance. Rankings have been established by category of turnover in order to recognize the best performers from a restricted panel of 230 SMEs and mid-market firms that are listed on the Paris stock exchange and meet three criteria concerning their scale and one relating to their liquidity.

Discover all of Groupe Beneteau's CSR actions in the Financial Report's Sustainability Performance Report or on [beneteau-group.com](https://www.beneteau-group.com)



Meet

A high-angle, close-up shot of a sailboat's mast and sail. The sail is a light-colored, textured fabric, possibly Dacron, and is partially unfurled. The boat's hull is white with a dark stripe along the waterline. A person is visible on the deck, leaning over the side. The ocean is a deep blue with white-capped waves. In the background, a hazy coastline with mountains is visible under a clear sky. The word "Meet" is overlaid in a large, white, sans-serif font.

THE DIVERSIFICATION
AND INTERNATIONALIZATION
OF OUR ACTIVITIES ARE DRIVING
OUR DEVELOPMENT.

our brands



Meet our brands

over **200**
models

over **9,800**
boats sold (FY 2018-19)

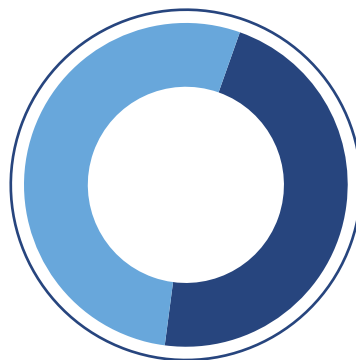
85%
of the Group's revenues

1,000
points of sale worldwide

**4.5
to over 30**
meter hull lengths

32
new models for the 2018-19 season

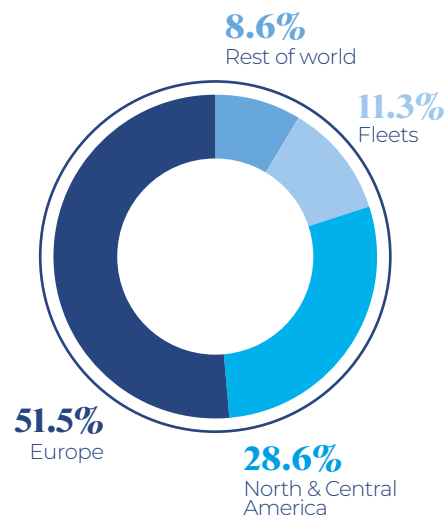
53.5%
MOTOR



REVENUES
€1,143.7M

46.5%
SAILING

BOATS: KEY FIGURES



REGIONAL BREAKDOWN OF REVENUES

90% of Boat revenues are generated
on 3 markets

Conquering the oceans

WHILE SALES DURING THE 2019 BOAT SEASON WERE AFFECTED BY TRADE TENSIONS BETWEEN THE UNITED STATES AND ITS TRADING PARTNERS, TWO MARKETS SAW STRONG PROGRESS.



Lagoon 46, new multihull model for the 2018-19 season

— Strong interest confirmed in multihull sailing yachts...

For several years, the market for multihulls and catamaran cruisers in particular has seen significant levels of growth. Demand is being driven by both individual owners and charter companies, as well as the preowned market.

Choosing a catamaran means choosing comfort. While their sensations are less exhilarating than monohulls, they offer truly outstanding levels of comfort at sea: catamarans do not roll, their interior and exterior volumes are spacious, and there is no shortage of activities when anchored, whether sailing with family or friends.

For the 2018-19 season, Lagoon, the world leader for catamaran cruisers, presented its new 46, replacing its best-seller, the Lagoon 450, which has sold over 900 units. The Lagoon 46 is fully in line with the quest for comfort and can accommodate up to 12 passengers on board.



American success for the first European models built in the US

— ...and outboard motorboats

Acclaimed by more than 90% of recreational boat users, motorboats are both quick and easy to use. Over the last 10 years, outboard engines have benefited from significant technological advances, from 4-stroke engines to fuel savings, simple maintenance and accessibility, as well as a wide choice of power options. Jeanneau and Beneteau have successfully taken this on board by offering comprehensive ranges developed for outboard engines.

During the 2019 season, on the particularly demanding North American market, the Jeanneau and Beneteau brands' outboard models performed very well. From sporty dayboats to express cruisers and sport fishing, you can now enjoy the benefits of outboards with boats designed for a wide range of cruising plans.

New models for 2018-19

OVER 30 NEW MODELS HAVE BEEN ROLLED OUT DURING THE PAST SEASON.



“

Logically, the new models are focused on the most buoyant markets: multihull cruisers and outboard motorboats.”

”

Gianguido Girotti,
Deputy CEO, Product Strategy



BENETEAU

OCEANIS 46.1

FIRST 14, 18, 24 AND 27

SWIFT TRAWLER 47

BARRACUDA 9

FLYER 8 SUN DECK AND SPACE DECK

FLYER 10



JEANNEAU

SUN ODYSSEY 410

NC 37

LEADER 30 OB

LEADER 33 OB

CAP CAMARAT 6.5 WA SERIE 3

CAP CAMARAT 6.5 CC SERIE 3

CAP CAMARAT 9.0 CC

MERRY FISHER 605 MARLIN

MERRY FISHER 895 MARLIN



LAGOON

LAGOON 46

PRESTIGE

PRESTIGE 590

PRESTIGE 460S

PRESTIGE 520S



CNB

MONTE CARLO YACHTS

MCY 66

MCY 70

MCY 76



FOUR WINNS

HD 180

HD 180 OB

VISTA 355

VISTA 355 OB

GLASTRON

GTD 205 SURF & FISH

GTD 225 SURF & FISH

GTD 180



SCARAB

NEW ROTAX® ENGINE WITH 300 HP

SCARAB 165/195/215/255

WELLCRAFT

352 FISHERMAN



DELPHIA

BLUE ESCAPE 1200 FLY

Milestones

**YEAR MARKED
BY NEW LAUNCHES
AND AN ANNIVERSARY.**



— **European models built in the US**

The Cadillac site (Michigan) built the first units of the Jeanneau Merry Fisher 795 and 895 express cruisers for the American market, rebranded as the NC 795 and 895 Sport.

— **CNB Yachts sailing models built in Italy**

From September 2019, CNB Yachts' large monohull sailing units will be built in Monfalcone, Italy.



— **SGB Finance celebrates its 20th anniversary**

A leading player for new and preowned boat financing in Europe, our subsidiary SGB Finance has been helping customers to live their passion for 20 years.



— **Launch of a new brand: Excess**

Alongside Lagoon, the world leader for catamaran cruisers, the new Excess brand has been launched with a complementary offering for a 360° experience at sea.

Bringing the indoors outdoors



— Award-winning Key West collection

O'HARA's Key West capsule collection won the Innovation Award at the 41st Seti Show (Montpellier, France) on November 5, 2019. This award recognizes the collaborative work carried out by the marketing, production, design, product development, quality and purchasing teams from the Group's Housing Division.



— New IRM Habitat range

The launch of the new IRM Habitat range for the residential market has received a very positive response. The dealers look forward to seeing it in their spring displays.



19

— Easier mobility with Coco

The new Coco with trailer option is an outstanding solution for plots that cannot be used for leisure homes. An opportunity for more than 2,000 campsites in France that are located in risky areas. It can be set up and moved in an instant, it can be registered for transportation on public roads and it can be towed by a passenger vehicle to leave its pitch.


O'HARA
le plein de vie !

IRM
IDÉALE RÉSIDENCE MOBILE

Coco
Sweet



Meet



WE ARE CONVINCED THAT CONNECTING
IDEAS AND PEOPLE IS THE BEST WAY
TO PROGRESS. OUR MOST BEAUTIFUL
PROJECTS COME ABOUT THROUGH OUR
MEETINGS AND EXCHANGES.

our people

Quality, training & digitalization

THE OPERATIONAL EXCELLENCE APPROACH INVOLVES MAJOR CHANGES TO THE WAY ALL OUR ACTIVITIES OPERATE.

— Could you explain what operational excellence involves?

Christophe Caudrelier: This is a global approach that aims to improve our sites' productivity and industrial efficiency, while monitoring our indirect production and head office costs. It groups together all the capabilities that make it possible to improve a business' operational execution. For this, we are looking into the Group's current and future industrial footprint, covering all our production sites and development centers, as well as our development and industrial models' effective alignment with our products.

— What is the link between the product strategy and operational excellence?

C. Caudrelier: Everything is linked. The product strategy concerns our upstream activities when we look into the markets' needs, the boats to be designed to meet them and their marketing plans. We share core issues that concern the entire business, such as safety and quality, which are addressed from the design phase.

“
There is no notion of brand within operational excellence
”

Christophe Caudrelier

“
From the product plan to the industrial roadmap, decisions are no longer local, but global
”

Corinne Margot

Once marketing has defined the needs and the products, we have to translate this into our developments. The challenges at this stage are to optimize development times and costs, as well as the molds and tools required, to then move into production. Industrial performance comes into play first of all by assigning the boat to the most relevant site, because our boats range from 4 to 33 meters and their quantities vary significantly. Each site then carries out its own plans to improve efficiency and productivity. Operational excellence also concerns our support functions, from information systems to our finance and legal teams.

— How would you assess the past year?

Corinne Margot: For the Boat Division, I would say that the year was marked primarily by our organizational change. We have moved from a way of operating with legal entities in given geographical areas to a global organization based around business lines.

C. Caudrelier: Definitely! We are currently putting in place, for quality, safety, development and operations, an organization and teams for business divisions that are global and take





Christophe Caudrelier
Deputy CEO, Operational Excellence

Corinne Margot
Chief Human Resources
and Communications Officer

action across the Boat Division's entire scope. This is leading us to continue harmonizing our standards, especially for quality and safety, while optimizing the resources available, from the plants to development teams and purchasing.

— **How are you supporting a change like this?**

C. Margot: This is a major organizational change, impacting all our scopes and all our functions. For the staff concerned, this is about more than just changing managers. Above all, it means changing how they operate and the processes they follow for taking decisions. For several teams,

our HR staff have provided both individual and team-based coaching. We have also had to redefine, explain and detail the various functions and missions within the new organization. This has been carried out with the staff concerned. There have been meetings for each activity, making it possible to have exchanges on our new ways of working together.

— **What role are you giving the digital transformation within operational excellence?**

C. Caudrelier: First of all, there is the challenge of digital thread, which we are working on. Connecting our data and information throughout

— **What stood out for you in 2018-19?**

C. Margot: The significant progress made by certain plants in terms of safety, after two to three years of efforts to move forward in this area. These good results can be seen virtually across the board, in France, the US, Poland and Italy. This provides proof, if it was still needed, that our objective is achievable, and this is very encouraging!

C. Caudrelier: For me, the two transversality projects that have been carried out successfully. The start of production for CNB's sailing yachts in Monfalcone, Italy, with the collaboration established between the French teams from Construction Navale Bordeaux and the Italian teams from MCY. And then the project to integrate Delphia, which has been exemplary thanks to the support of the French teams from SPBI and the Polish teams from Ostróda to accompany them with this transition following its acquisition.

product development will enable us to create this digital continuity, from the design stage in the product development teams to the launch of production at the sites. We are also continuing to roll out digital solutions, for instance to manage quality control in our plants. Lastly, we are continuing to move forward with our strategic reviews looking into assistance solutions to reduce the levels of physical demands involved with work, such as cobotics and exoskeletons.

Operational excellence in action



HISTORIC VENDÉE SITE EXTENDED

Built in 1981, the Bégauldière site in Saint-Gilles-Croix-de-Vie (France) is currently being renovated and extended, while continuing to build boats.

Project deployment in

15 months

over 13,000

m² of production space

over 150

direct jobs to be created

“

This project meets three objectives: improving working conditions, increasing capacity and meeting our customers' quality requirements even more successfully. From spring 2020, we will be building boats measuring up to 70 feet here. For molding, we are going to further strengthen quality levels, in terms of both products and working conditions, by separating the workshop into different units more effectively and empowering the teams to become more independent. The new assembly lines will enable us to move more quickly from one boat model to another, without making any major changes to the facilities. For shipping, the new building that has already been delivered is enabling us to benefit from more fluidity.”

Henri Chevrier, Site Director



DELPHIA: SUCCESSFUL INTEGRATION

Founded in 1990, the Delphia yard builds 7 to 15-meter sailing and motor yachts in Poland. Its acquisition by the Group in 2018 has been followed by a human and industrial integration process.

Nearly **800** staff

21,000
m² of production space

R&D center launched
in September 2017 with

74 staff



“

I am fortunate to be able to count on a passionate and experienced Delphia team, the same team that has helped drive the yard's development in Olecko for the past 29 years.

With valuable support from Ostróda Yachts and SPBI, we have started our integration process, learning each day and adapting to the Group's standards. Our goal is to fully integrate our operations by summer 2020 and to offer the Group the same level of contributions as our friends from Ostróda to further strengthen the product offering.”

Michał Pokorski, President of SJ Delphia

Individual pathways & collective performance

INSPIRING CAREERS, TRAINING, INTEGRATING AND DEVELOPING TALENTS: TRANSMISSION IS AT THE HEART OF THE GROUP'S AMBITION AND SUCCESS.

26

650 recruitments
on permanent contracts

3,457 people trained in France
in the Group's in-house training centers

31% of recruitments filled
with in-house candidates

1. INSPIRING CAREERS

— Boating careers campus: an engaging initiative

The French Pays de la Loire region boating qualifications and careers campus was launched in 2019. As a boat builder, Groupe Beneteau is a member of this organization and is committed to meeting this sector's needs. Corinne Margot, Group HR Director, was elected as its President. Its program includes: changes to the range of training and professions available, strengthening of training paths for better integration, links between boating and innovation, communication and career attractiveness.

— 2019 Internship Speed Dating

This third event, organized in April 2019, enabled more than 50 candidates to sign internship contracts with Groupe Beneteau. The Poiré-sur-Vie site in Vendée (France) welcomed more than 300 participants in total.

“

This Campus unites and engages a whole network of stakeholders with a view to developing, strengthening and ensuring the appeal of the training programs available for the boating sector.

”

Martine Dupuis, Campus Operations Director

2. TRANSMITTING KNOW-HOW

— Focus on career transitions

Working closely with the French Pôle Emploi employment agency and training organizations, Groupe Beneteau continued building on its commitment for vocational training in 2018-19 and offered pre-recruitment training programs for jobseekers. These free immersive programs, reimbursed by Pôle Emploi, enable candidates who do not have initial specific skills to discover the careers available with boat building, to get training in these activities and to secure an employment contract with the Group.

“
Since 2016, 92% of the jobseekers who have taken part in this program have signed a contract with us after completing their training. More than 76% of them are still with us today.
”

Corinne Margot, Chief Human Resources and Communications Officer

3. DEVELOPING TALENTS

— New training programs

Alongside the various courses for management and quality roles, two new training programs have been created for staff from the product development launch and plant methods teams. A dedicated program for project managers was also developed this year.

— Effective onboarding: a crucial challenge

Since 2017, Groupe Beneteau has carried out major recruitment plans, against a backdrop of both growth and a generational transition. Over

1,000 people have joined the company, with more than half covering operator profiles.

Training and integrating these new staff, whether they are on permanent or temporary contracts, has become a key challenge for ensuring that knowledge and skills can be passed on, while continuing to improve operational performance and quality. The onboarding programs have been further strengthened for all staff. They include technical training as well as safety and quality courses with Groupe Beneteau's in-house training centers.



Positive trends for leisure homes

THE TRANSFORMATION OF THE CAMPING TOURISM SECTOR IS CONTINUING TO MOVE FORWARD IN FRANCE AND EUROPE. THE SELECTION IS PREMIUMIZING AND VISITOR NUMBERS ARE INCREASING. THE THREE BRANDS FROM THE HOUSING DIVISION HAVE EFFECTIVELY TAKEN THESE TRENDS ON BOARD, OFFERING ADAPTED PRODUCTS AND SERVICES ALIGNED WITH LOCAL NEEDS.

3 brands

8 industrial sites

10,000
leisure homes sold approximately
and 100 models developed each year

— Year of positive transformation

In 2018, a new breakdown of production activities between all the Housing Division sites was put in place. Objective: creating development opportunities for products with subsets and adapting logistics to capacity requirements. All the industrial functions (plants, purchasing, logistics and technical) have been grouped together within a single division.

A mobility support plan has been put in place to safeguard each individual's skills and jobs.

— Promoting an environmentally-responsible sector

The premiumization of campsites is paving the way for the renewal of large numbers of ageing leisure homes. Eco Mobil Homes, the eco-organization set up in 2011 by Patrick Mahé, Housing Division CEO, is contributing to the industry's robust development by ensuring fluidity for renewing the leisure homes offered by campsites. In 2018, 1,486 leisure homes with an average age of 25 were deconstructed by this organization, which the division is a member of as a manufacturer.

“

Eco MH operates around 25 deconstruction partners and 20 operator sites with the capacity to dismantle leisure homes. By taking charge of the product at the end of its life, we are completing the virtuous circle for leisure homes. ”

Patrick Mahé, Housing Division CEO

— Competition focused on campsites and their environment

In line with its environmental commitment, the Housing Division supported the Beneteau Foundation for its 2019 competition with the theme “Campsites and their Environment”. The awards were given out to three groups of students at the Atlantica Show in La Rochelle in October 2019, during a ceremony attended by the French camping tourism federation (FNHPA).

Snapshots



1st convention for EXCESS dealers and the US team, Bordeaux, July 16-18, 2019



2019 football tournament at Delphia, Olecko Stadium, September 13, 2019



Sea trip for the production team, L'Herbaudière (Noirmoutier), October 4, 2018



300th Beneteau Swift Trawler completed, July 2019



Trophées B, L'Aiguillon-sur-Mer, September 7, 2018



BCUP in-house regatta, Les Sables d'Olonne, May 4-5, 2019



Trophées B, L'Aiguillon-sur-Mer, September 7, 2018



Meet our



OUR INNOVATION APPROACH FEEDS
INTO ALL AREAS OF THE BUSINESS,
FROM RESEARCH AND DEVELOPMENT THROUGH
TO CUSTOMER RELATIONS.

innovations

Serving our customer experience

FROM ANTICIPATING NEW USES AND RESPONDING TO THEM EFFECTIVELY TO DESIGNING TECHNICAL INNOVATIONS BRINGING IN NEW AGES OF BOATING OR SUPPORTING BOATING INDUSTRY STAKEHOLDERS WITH THEIR DIGITAL TRANSITION, GROUPE BENETEAU IS COMMITTED TO ENSURING THAT EVERYONE CAN ENJOY THEIR BEST EXPERIENCE ON THE WATER.

— Unique management tool for professionals

Launched in March 2018, the Band of Boats service platform acquired the Nantes-based startup Digital Nautic in autumn 2018 and integrated its founders, Clément Douet and Étienne Millet. Founded in 2014, Digital Nautic has set itself a mission to support boat industry professionals with the digital transition by developing online solutions enabling them to improve their levels of service: booking system, scheduling management, automated contracts, collection of customer feedback, sales of additional insurance cover, secure payments, etc.

bandofboats.com
digital-nautic.com

100,000

charters in 4 countries: France, Italy, Spain, Portugal (2018-19 season)

2,000 boats to rent

200 professionals

“

Our ambition is for Digital Nautic to become the leading management tool for boat rental professionals.”

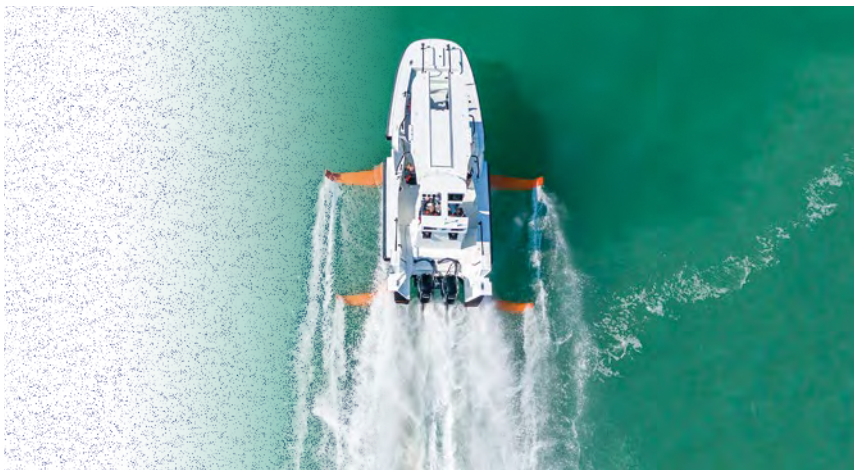
Olivier Maynard, President of Band of Boats



“

This management tool, available in seven languages, makes it possible to save time by automating all the administrative tasks.”

Clément Douet, co-founder of Digital Nautic and Product Marketing Director of Band of Boats



— Next-generation motor foiler

After developing the Figaro Beneteau 3, the first production foiling racing yacht, Groupe Beneteau unveiled its concept foiling motor yacht in May 2019. This unique prototype is opening up a new age of boating. It took just nine months for the teams from Groupe Beneteau, working closely with the best partners in France, to conceive, design, develop and build this 9.70m flying prototype.

Groundbreaking sensations on the water with and without the foils, improved boat performance, better comfort on board while foiling, reduced fuel consumption...the result is promising.



Discover the first motor foiler by Groupe Beneteau

“
Our three partners, DEMS Sarrazin Design, Noval and SEAir, brought on board an outstanding range of design, technical and mechanical skills, alongside our innovation, naval architecture and product design experts.”

Patrick Tableau, motor foiler project leader

— Charter by berth on board the Sun Loft 47

Unveiled at the International Multihull Show in La Grande Motte in April 2019, Jeanneau's Sun Loft 47 is a monocat designed for a young clientele who do not sail yet and would like to enjoy the sea. This 14m monohull sailing yacht has been designed and developed working closely with charter clients to offer a number of exterior living spaces with exceptional levels of comfort, designed for sharing. In line with the latest trends, Jeanneau is embracing the sharing economy with the Sun Loft 47.

“

The Sun Loft 47 is an original, versatile sailboat designed to offer 'easy and comfortable' living spaces to a more urban clientele ready to experience a vacation aboard a boat.”

Loïc Bonnet,
CEO of Dream Yacht Charter



Innovation & design

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Prestige Yachts offers assisted docking with DockSense™

Prestige Yachts will be the first yacht brand to equip its models with DockSense™ technology: a unique assistance innovation to automate and simplify the boat docking experience.



Beneteau innovates with new hulls for the Oceanis range

For the Oceanis range, the major change is that one third of the hull is now stepped. In addition to this flared shape's interesting aesthetics, it frees up unsuspected space without altering its underwater profile, guaranteeing its performance on the water.

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