

let's go beyond!

2019-2020 ESSENTIALS



GRUPE  BENETEAU



OFFERING EVERYONE
THE OPPORTUNITY TO SHARE
MOMENTS OF JOY AND DISCOVERY ON THE WATER,
WITH RESPECT FOR NATURE.

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For a day out with friends or family, to meet up in a haven of peace on the water, from an ocean adventure to coastal cruising, so many unique moments to experience with Groupe Beneteau's brands.

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Key figures, know-how, review of the key developments that marked this particularly exceptional year.

This 2019-2020 report was created with the support and participation of Groupe Beneteau's teams: thank you to everyone involved!

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Jérôme de Metz
— CHAIRMAN AND CEO

ONE OF THIS PERIOD'S KEY DEVELOPMENTS HAS BEEN
THE STRONG LEVEL OF INTEREST SEEN GLOBALLY IN
BOATS AND RECREATIONAL BOATING IN PARTICULAR.

The 16-month financial year covered in this report was particularly intense.

It began with in-depth strategic work on the Group's brands and products, as well as its industrial organization and footprint. Just after it was completed, this review had to be adapted to the context of the pandemic: the March 2020 lockdown resulted in production being shut down and marked the start of a period of doubts for our customers and therefore for us as well. But from early June, our commercial and production operations started up again at a sustained pace, which continued throughout 2020, contradicting the pessimistic forecasts.

One of this period's key developments has been the strong level of interest seen globally in boats and recreational boating in particular: the outlook for all of our markets over the medium term is very promising. The severity of the health crisis and its inevitable series of constraints and restrictions have led to a desire for freedom, to get away and share these moments with friends or family. They have reignited a passion for boats, cruising and dayboating, as well as interest in outdoor holidays.

During these intense months, and within its new strategic framework, the Group has reorganized and readapted. It has had to close certain sites, resulting in professional changes for some staff, as well as, unfortunately, some redundancies for others.

In February this year, it also faced a significant cyberattack, which was only overcome thanks to the courage, solidarity and tireless efforts of our teams.

Congratulations and thank you to all of them!

Following this period, with its various challenges, the Group is holding its course, as mapped out with its Let's Go Beyond! plan, unveiled in July 2020. It will achieve this new ambition even more effectively as it is able to offer, in this new era, the products and solutions that make its mission more beautiful and more useful than ever.

Ambitious and realistic plan looking ahead to 2025

WITH THE LET'S GO BEYOND! PLAN, GROUPE BENETEAU IS SETTING OUT ITS AMBITION: TO FACILITATE ACCESS TO THE WORLD OF BOATING FOR ALL.

Launched in July 2020, Let's Go Beyond! marks the start of a new chapter in the Group's story. Guided by its mission, which is to offer everyone the opportunity to share moments of joy and discovery on the water, with respect for nature, the Group is building its strategy around three core pillars: a redesigned House of Brands, an international industrial strategy and the development of new boating business lines. The Let's Go Beyond! plan will further strengthen the Group's assets to accompany consumers' evolving expectations, while creating shared value over the long term and better responding to the new global challenges.

3 CORE PILLARS:

HOUSE OF BRANDS

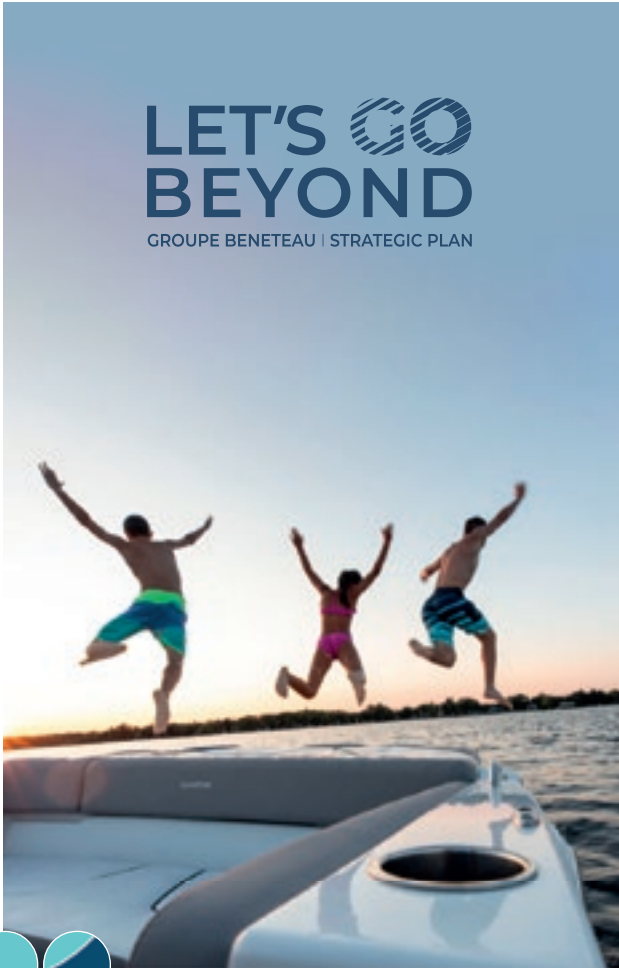
The Group is focusing over eight brands with differentiated and complementary positionings, able to offer everyone the boat for their plans.

INDUSTRIAL STRATEGY

The Group is adapting its industrial footprint to increase flexibility. Its plants are specialized by boat types. New models are developed per market segment, accelerating development cycles and reducing costs.

NEW BUSINESS LINES

Focused on the future, Groupe Beneteau wants to diversify its boatbuilding activities by embracing services and offering boating solutions for all.



By 2025, Groupe Beneteau will have created more wealth to be shared with its staff and its shareholders.

Jérôme de Metz

CHAIRMAN AND CEO

DEVELOPMENTS IN 2020:



GLOBAL BRANDS

The House of Brands is built around eight brands, compared with 12 previously, and continues to serve as many market segments for dayboating (motorboats up to 40 feet), real estate on the water (motoryachts over 40 feet), monohull and multihull sailing.



GLOBAL FUNCTIONS

Brand and product strategy, development and industrial operations, finance, human resources: a simplified, more transversal organization to further strengthen synergies and consistency.



CENTRALIZED INNOVATION MANAGEMENT

The expertise of all the in-house teams – composite materials, timber, systems – is combined with that of the Group's suppliers and partners to develop innovations benefiting all of the brands.



SUSTAINABLE AMBITION

Groupe Beneteau has signed up to the United Nations Global Compact and is committed to contributing towards the Sustainable Development Goals from the 2030 Agenda.

Boating and outdoor living *experiences*

Every year, millions of recreational boat users and holidaymakers choose the sea, lakes and rivers or camping for their leisure activities. As an unexpected consequence of the Covid-19 crisis, the past year was also marked by this desire for freedom and strong levels of interest in dayboating.

With eight recreational boat brands, including four global leaders, and three leisure home brands, Groupe Beneteau is able to meet the whole range of expectations for adventures on the water and in the outdoors.





DAYBOATING

(Re)discovering adventures close to home

THE HEALTH CRISIS AND THE TRAVEL RESTRICTIONS APPLIED IN MANY COUNTRIES HAVE LED LARGE NUMBERS OF RECREATIONAL BOAT USERS TO DISCOVER OR RETURN TO THE JOYS OF MOTORBOATS AND DAYBOATING WITH THEIR FRIENDS OR FAMILY.

Dayboating covers diverse boat categories and uses, with no less than 20 market sub-segments. Through the Let's Go Beyond! plan, Groupe Beneteau aims to address this strategic market with global penetration by its four brands – JEANNEAU, BENETEAU, FOUR WINNS and WELLCRAFT – whose models and lineups will cover 13 of the 20 sub-segments.

This is the world's largest market, in terms of both volume and value!

Several iconic ranges will undergo some major evolutions. The JEANNEAU Cap Camarat 12.5 dayboat, the largest outboard unit offered, is designed to be an international model. It is already enjoying great success in Europe and North America. The BENETEAU Antares 11 family cruiser is also benefiting from the ramping up of outboard engine options to offer more volumes, comfort and safety on board. Renowned for its deckboat, bowrider and surf lineup, FOUR WINNS launched a new Horizon range in 2021, designed to set new standards for bowriders. Sea fishing enthusiasts will be delighted with the American brand WELLCRAFT, which has developed an offering that is perfectly suited to the European and American market.



Dayboating covers a vast range of uses, practices and boats. It attracts both newcomers and experienced users, from fishing to tow-sports or sailing for the day. When we design our boats, we take on board all of these diverse uses, profiles and practices.

Merry de la Poëze

MOTORBOAT PRODUCT DIRECTOR

- 1/ JEANNEAU Cap Camarat 12.5 WA
- 2/ BENETEAU Antares 11 Fly
- 3/ FOUR WINNS Horizon
- 4/ WELLCRAFT Fisherman 302



Europe Market n°1

JEANNEAU and BENETEAU

North America

JEANNEAU, BENETEAU, FOUR WINNS and WELLCRAFT are continuing to strengthen their positions



REAL ESTATE ON THE WATER

Living on the water in a haven of peace

ENJOYING WIDE OPEN SPACES, BOTH INSIDE AND OUT, ON BOATS AND YACHTS ADAPTED FOR ALL TYPES OF WATER: AN UNDERLYING TREND, MARKED BY THE NEED TO SLOW DOWN AND TAKE TIME ON BOARD, FROM LONG-DISTANCE CRUISING TO DAYBOATING.

Real Estate on the Water, the second largest market in terms of value, covers a wide range of diverse motoryachts and boats from 40 feet up. With its PRESTIGE, BENETEAU, JEANNEAU, LAGOON and DELPHIA brands, Groupe Beneteau's ambitions are focused on the 40 to 80-foot segment to achieve global market penetration.

Large volumes and outstanding comfort

From power catamarans to long-distance trawlers, sporty express cruisers and crossover motoryachts, the Groupe Beneteau brands are strongly positioned on six of this market's segments to serve diverse boating needs and uses.



- 1/ BENETEAU Gran Turismo 45
- 2/ JEANNEAU NC37
- 3/ PRESTIGE X70



World
n°1

BENETEAU
Trawler
PRESTIGE
Flybridge

Power
catamarans
a growing market
niche

Europe
50,000 km
of inland
waterways

CROSSOVER, THE FUTURE OF MOTORYACHTS

Space, light and ease of movement on board, with the X70, PRESTIGE has created its largest motoryacht and an iconic model for the new X-Line range. Strongly positioned around the crossover segment, PRESTIGE offers yachts that combine the comforts of a luxurious villa and the pleasures of life at sea in a new and different way.

MAKING THE JOURNEY A DESTINATION WITH TRAWLERS

By reinventing the trawler concept in 2004, BENETEAU created a range for long journeys. Combining comfort and space with outstanding range capabilities, BENETEAU trawlers are designed for blue water cruising, a great place to live both inside and outside. The Grand Trawler 62 embodies this tradition for enjoying journeys on board a boat that is as elegant as it is functional.

CATAMARANS FOR COASTAL AND OCEAN CRUISING

Groupe Beneteau is seeing strong growth in the power catamaran niche. With its SIXTY 7, LAGOON is opening up possibilities for long-distance motor cruises, with exceptionally smooth transitions between its interior and exterior spaces.

STYLISH AND SPORTY EXPRESS CRUISER

This market's largest sub-segment, express cruisers are among the top-selling models worldwide. Leading the market, the new generation Gran Turismo models offered by BENETEAU are setting out to conquer the European and American markets with elegant, sporty boats.

POWERBOATS WITH SCANDINAVIAN INSPIRATION

Adapted for a wide range of uses, JEANNEAU's NC range aims to make the Scandinavian spirit of its live-aboard launches accessible and attractive worldwide.

RIVERBOATS FOR LAKES AND CANALS

The DELPHIA brand is being transformed and promises to reinvent river cruising by offering electric boats for owners and charter companies.



Every one of our models is conceived and designed like a private island, a haven of peace, where you can find time to unwind, and enjoy time with friends and family.

Erik Stromberg

— POWER AND MOTOR YACHT PRODUCT DIRECTOR



EXPERIENCES

MONOHULL SAILING

From cruising to performance

A SYMBOL OF FREEDOM, SAILING CONTINUES TO ATTRACT FANS OF EMBARKING ON JOURNEYS, WITH FAMILY CRUISES, AS WELL AS ENTHUSIASTS LOOKING FOR SENSATIONS AND TECHNICAL CAPABILITIES.

On a global market that has contracted by 6% in 10 years, Groupe Beneteau, which has historically been focused on sailing, has continued to achieve growth of around 6% with its leading brands - BENETEAU and JEANNEAU - which are positioned on all segments from 30 to 65 feet. While the health crisis and travel restrictions limited the use of charter boats this year, people still want to go on a journey. The global monohull sailing market has remained stable overall, and Groupe Beneteau aims to maintain its leading positions in Europe, America and globally!

Renewed lineups

The BENETEAU and JEANNEAU brands are continuing to move forward with their two-tiered approach, targeting both the core cruising market and the niche markets. Today, they have very strong global positions, particularly with the Oceanis and Sun Odyssey cruiser ranges. BENETEAU and JEANNEAU are also renowned for their creativity on the niche markets focused on performance (Figaro Beneteau 3, Sun Fast), luxury (First Yacht 53, Jeanneau Yacht 60) and charters (Sun Loft 47).

Moving towards increasingly sustainable boating

While sailing is intrinsically centered around the environment, growing environmental awareness has reinforced the stakes involved with eco-boating. Groupe Beneteau's teams have been working to meet this challenge by developing innovation in this segment to offer alternative, electric and hybrid propulsion solutions on a growing number of boats.

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We need to constantly innovate, in terms of both uses and technical features, to offer boats with an environmental impact that is managed increasingly effectively. Our priorities for the next five years include alternative propulsion solutions and the use of bio-sourced materials.

Damien Jacob

— SAILING PRODUCT
MARKETING DIRECTOR



BENETEAU



JEANNEAU

n°1

WORLDWIDE, IN EUROPE
AND AMERICA



60%

global market
share



PRESENT
on all segments
from 30 to 65 feet



1/ FAMILY CRUISING, core market

30 to 50-foot sailing yachts
BENETEAU Oceanis 34.1

2/ LUXURY CRUISING

50 to 65-foot sailing yachts
JEANNEAU Yacht 60

3/ PERFORMANCE

14 to 53-foot sailing yachts
Sport, regatta and rapid cruiser boats
BENETEAU First Yacht 53



EXPERIENCES



MULTIHULL SAILING

Enjoying a 360° experience at sea

INCREASINGLY COMFORTABLE, SPORTY AND ACCESSIBLE, CATAMARANS ARE MAKING STRONG PROGRESS AND ARE ALIGNED WITH THIS UNDERLYING TREND FOR SHARING DIVERSE EXPERIENCES AND SENSATIONS ON THE WATER.

On a multihull market that has continued to grow in the last few years, Groupe Beneteau aims to maintain the leading position of its champion LAGOON and establish its challenger brand EXCESS, launched just two years ago, as one of the top three. A winning combination to cover all expectations, from sporty sailing to shared moments of life on board.

LAGOON, simple sailing and on-board comfort

LAGOON, the world leader for cruising catamarans, offers a range thought out for long cruises and holidays in the sun. On board, its increasingly ergonomic and comfortable design is combined with innovations for easier use.

EXCESS, the pleasure of sailing a boat with sporty lines

Designed for sportier sailing on the rapid cruiser segment, EXCESS catamarans invite you to excel, targeting a clientele in search of sensations.

Launched in 2020, the EXCESS 11 is the smallest live-aboard catamaran offered and won several Boat of the Year awards in 2020.



1/ LAGOON SIXTY 5

2/ EXCESS 11

3/ LAGOON 55



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With our LAGOON and EXCESS brands, we aim to maintain our strong dynamics for innovative uses and technologies on the multihull market. We want to offer our customers all the comfort of large volumes for their journeys, combined with sensations at the helm and unique lines, for accessible sporty sailing.

Damien Jacob

— SAILING PRODUCT MARKETING DIRECTOR

LAGOON

EXCESS

LAGOON
WORLD
n°1
for cruising
catamarans

30
years

6000
CATAMARANS
on the seas
around the globe

House of Brands for all boating needs and uses

EIGHT STRATEGIC BRANDS, WITH COMPLEMENTARY POSITIONINGS, PRESENTED BY THEIR HEADS.



Drawing on extensive experience, BENETEAU boats reflect the passion and pride of their owners. Ambitious and daring, BENETEAU knows how to reinvent itself and always offer elegant sailing yachts and motorboats to a large number of customers.

Yann Masselot



PRESTIGE is renowned for timeless flybridge yachts with all the hallmarks of French refinement and luxury, leisurely but elegant. The brand of choice for yachting enthusiasts around the world who love to share moments at sea with their family and friends. Our yachts stand out through their exceptional value and their targeted innovations to improve life on board.

Erwin Bamps



JEANNEAU's boats stand out through their intelligent layouts and timeless lines. We aim to offer a benchmark for quality on the market, so that our customers can enjoy all that the sea has to offer, with complete peace of mind.

Paul Blanc



The undisputed, long-term leader for multihull sailing yachts, adopted by thousands of travelers around the world. The ultimate boat for enjoying life and freedom on the water.

Thomas Gailly



EXCESS is dedicated to sailors looking to combine the enjoyment of sailing with the comfort of catamarans. We offer fun, attractive catamarans, designed to convert monohull fans into multihull enthusiasts!

Thibaut de Montvalon



With its refined, high-end boats, the FOUR WINNS brand has attracted a demanding clientele over the years. As comfortable on inland waterways or lakes as on the ocean, the Stable Vee hulls deliver unmatched stability and perfectly illustrate the outstanding capabilities of FOUR WINNS boats.

Nicolas Harvey



With its quick and robust center console boats, WELLCRAFT is to boats what Jeep is to cars. Created in the 1960s, the WELLCRAFT brand has always been renowned for its innovations. Today, it continues to set the standard for high-end fishing boats.

Nicolas Harvey



DELPHIA's boats invite you to enjoy freedom on the water, while sailing a boat with a low environmental impact, fitted out with solutions that respect the environment, starting off with its electric propulsion system.

Martin Schemkes



LEISURE HOMES

The future looks bright for outdoor holidays!

THE SPRING 2020 LOCKDOWN LED TO A STRONG DESIRE FOR THE OUTDOORS, PARTICULARLY AMONG PEOPLE LIVING IN CITIES. WHILE SOME DECIDED TO MOVE HOUSE OR BUY A SECOND HOME, OTHERS OPTED TO BUY A RESIDENTIAL LEISURE HOME ON A CAMPING PITCH.

With its three iconic brands O'HARA, COCO SWEET and IRM, the Housing division covers all market segments and is consolidating its leading position in Europe by developing innovations and services.

Strong market growth in Northern Europe

In 2020, our European neighbors primarily spent their holidays in their own countries, with many of them renting leisure homes. This trend, which has been progressing for several years in Northern Europe, was confirmed, encouraging campsites to accelerate their plans to invest in rental accommodation, with strong levels of interest in high-end French manufacturers. With its well-established commercial presence in this region for over a decade, the Housing division has equipped the Northern European market with leisure homes of all sizes. The IRM and O'HARA brands, which are very popular and increasingly appreciated in the Benelux, are attracting new customers on this market with every season.



3 brands
7 PRODUCTION SITES

10 033
leisure homes
DELIVERED

193.3 M€
2019-2020 revenues

(16 months)

17.6% generated by exports



With strong potential for the renewal of leisure home fleets at campsites, and an increase in visitor numbers due to this underlying trend focused on a search for authenticity, the market looks set for a bright future. By developing breakthrough innovations and services, we want to maintain our leadership and further strengthen our positioning as a pioneering partner for the outdoor accommodation sector.

Patrick Mahé

HOUSING DIVISION CEO



Garden Side: the O'HARA revolution

In line with its positioning, the O'HARA brand is continuing to embrace this underlying trend for outdoor holidays, marked by a search for authenticity, intimacy and time. Following the success of the Key West 2020 capsule collection and its SETT D'OR award for innovation in Montpellier in 2019, its doors and windows open up more widely and are positioned on the rear of the leisure homes. This is the Garden Side revolution.

Far more than just a second entrance, Garden Side is an invitation to reimagine the camping pitch as a space that combines three key values: oneness with the landscape, privacy, and conviviality.

The dual aspect layout has not only impressed at trade fairs; it has also proven popular with campsites, many of which have already adopted this model.

Exclusive tool for customers

The guidemobilhome.com site was launched in September 2017, initially for its distributor network, then ramped up to cover all residential leisure home retailers in France. The site's visitor statistics confirm the strong levels of interest in France in buying residential leisure homes. During the first two months of 2021, the number of qualified contacts with plans to buy doubled.

Today, 297 campsites are listed on this platform, with a total of over 8,000 pitches available. This exclusive tool is the only one of its kind on the market in terms of its listing capabilities and the volume of data generated.

[guidemobilhome.com](https://www.guidemobilhome.com)

World leader for boats

Multi-specialist positioning, industrial expertise and fine craftsmanship, robust CSR commitments, online events and digital formats: Groupe Beneteau, its brands, its dealer networks and its suppliers have all quickly and successfully adapted to respond to this unprecedented year.



Groupe Beneteau in key figures

Human and intellectual capital



4 R&D centers
France, Poland, Italy, United States



4 in-house training centers
for employees and temporary staff
France, Poland, United States

8 strategic boat brands



3 outdoor accommodation brands





CAMPUS DES MÉTIERS ET DES QUALIFICATIONS
Nautisme
Pays de la Loire

Part of the French Pays de la Loire Region Boating Qualifications and Careers Campus

7 528
employees worldwide

92%
of employees on permanent contracts

FRANCE 2020 gender equality index

92/100 BIO Habitat	89/100 SPBI	77/100 Construction Navale Bordeaux
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28,5% women (global workforce)



Zero Covid-19 clusters at Groupe Beneteau sites

Financial and economic capital

€1,344.4m
revenues (16 months)

€93m
EBITDA

-€8.1m
Income from ordinary operations

€93.4m
Net cash

€541m
Equity

€441m
Compensation

€3.4m
Employee profit-sharing

€67.5m
investments



Over 1300
points of sale worldwide (boats)

12 boat production sites
8 in France, 2 in Poland,
1 in the United States, 1 in Italy

8 leisure home production sites
7 in France, 1 in Italy

Environmental and societal capital

United Nations Global Compact signatory



THE GLOBAL GOALS

3 GOOD HEALTH AND WELL-BEING	5 GENDER EQUALITY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	17 PARTNERSHIPS FOR THE GOALS
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Main raw materials:
resins, gelcoats, timber

100%
of ISO certifications renewed
ISO 9001, 14001 et 50001
(France, Poland)

78.5%
of timber sourced from environmentally-managed and certified forests

Product end of life
Member of the eco-organizations
APER and Eco-MH (France)

 **41%**
of expenditure placed with local suppliers (France)



Industrial excellence and know-how

A WIDE RANGE OF TALENTS AND KNOW-HOW ARE MOBILIZED TO BUILD A BOAT, FROM ITS DESIGN THROUGH TO ITS LAUNCH.



Innovation aims to ensure that our users can enjoy an experience that is as unique and accessible as possible. Boats designed to embrace freedom on the water, with a reduced environmental impact for our customers. Technologies such as robotics, cobotics and 3D printing for our production teams.

Erwan Faucher

— EXPERTISE & INNOVATION DIRECTOR



DESIGN & DEVELOPMENT

Every year, Groupe Beneteau invests with a view to innovating and refreshing its product lineup. The product development teams work closely with the marketing teams and production sites. Together, they perform a key role for the development of our products, in line with our demanding quality standards, and help successfully launch the new models into production.



BUILDING & PRODUCTION

From launching new models to overseeing production, all our activities contribute to the performance of our boats and brands. We have a number of production roles, involving a wide range of skills and know-how. Every step in the production process is an opportunity to express our talents: hull molding, deck fittings, creation and fitting of timber interiors, installation of electrical equipment and electronics, fitting of glazing, etc. Each boat involves a whole team working hand-in-hand together.



SALES & DISTRIBUTION

Tuned in to the market and customers, designing the most beautiful products, developing distribution strategies, ensuring customer satisfaction... The Groupe Beneteau brands stand out around the world. From France to Italy, the US and Hong Kong, their teams work closely with the distribution networks.



Our new ERP will enable us to harmonize our business processes, throughout the product lifecycle, across all functions. One dedicated tool to ensure more efficient operational management and streamline our physical and financial flows.

Jérôme Thomazeau

— TRANSFORMATION PROJECT DIRECTOR

Board of Directors



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5



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7



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9



10

1/ Jérôme de Metz
Chairman

2/ Louis-Claude Roux
Vice-Chairman
Strategic Committee Chairman
BERI 21 Management Board Chairman

3/ Annette Roux
Director
Beneteau Foundation Chairwoman
BERI 21 Supervisory Board Chairwoman

4/ Anne Leitzgen
Independent member
SCHMIDT GROUP Chairwoman

5/ Yves Lyon-Caen
French Boating Industry Federation (FIN) Chairman
French Recreational Boating Confederation (CNP) Chairman

6/ Sébastien Moynot
Independent member, representing BPI France Investissements
Appointments, Compensation and Governance Committee Chairman

7/ Catherine Pourre
Independent member
Audit and Risk Committee Chairwoman

REAPPOINTMENT UNDERWAY
Director representing employees

8/ Claude Brignon
Ethics and CSR Committee Chairman
Observer

9/ Luc Dupé
Observer

10/ Christian de Labriffe
Observer

Board of Directors' 4 specialized committees

Strategic Committee

CHAIED BY LOUIS-CLAUDE ROUX

The Strategic Committee contributes to determining Groupe Beneteau's development strategy, and particularly its product plan, industrial plan, three-year business plan and communications strategies. The Strategic Committee is also responsible for acquisition and/or sales operations.

Compensation, Appointments and Governance Committee

CHAIED BY SÉBASTIEN MOYNOT (INDEPENDENT MEMBER)

This Committee is in charge of the compensation policy for Groupe Beneteau's Chairman and CEO, Deputy CEOs and key executives. It defines the criteria for selection and procedures for appointment for directors and senior executives. It assesses Groupe Beneteau's practices in relation to the governance rules.

Audit and Risk Committee

CHAIED BY CATHERINE POURRE (INDEPENDENT MEMBER)

The Audit and Risk Committee is responsible for controlling accounting and financial information, provides advice on internal control, checks follow-up on the statutory auditors' observations and recommendations, and oversees the budget's execution. Significant matters relating to Groupe Beneteau's half-year and full-year accounts are referred to it.

Ethics and CSR Committee

CHAIED BY CLAUDE BRIGNON (OBSERVER)

The Ethics and CSR Committee contributes to the definition of the rules of conduct and principles for action for executives and employees with regard to ethics and CSR. It ensures that these rules are relevant in relation to the Group's activities. It ensures that the management team effectively incorporate and manage sustainability risks and stakes. It reviews and assesses the Group's CSR objectives.

Management Board

1/ Jérôme de Metz
Chief Executive Officer

2/ Gianquido Girotti
Deputy CEO,
Brand & Product Strategy, Boat Division

3/ Jean-Paul Chapeleau
Deputy CEO,
Industrial Operations & Development, Boat Division

4/ Corinne Margot
Chief HR and Communications Officer

5/ Bruno Thivoyon
Chief Financial Officer



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4



5

Horizons

2019

July
Alex, the EXCESS Challenge winner, won an EXCESS 11 sail catamaran.



October
LAGOON SIXTY 7 won the Barca dell'Anno Award.

CSR APPROACH: SUCCESSFUL CONSULTATION

More than 2,000 internal and external stakeholders around the world took part in this online consultation, which made it possible to prioritize Groupe Beneteau's 50 CSR stakes and link them in with the Sustainable Development Goals (SDGs). A dozen priority stakes are monitored in the Group's sustainability performance report.

December

Double success for BENETEAU, which won two awards: European Yacht of the Year and European Powerboat of the Year.



October CONNECTING WITH YOUNG PEOPLE AT THE "PLACE Ô GESTES" FORUM

For the 15th Place ô Gestes forum in Nantes, trainers from Groupe Beneteau headed out to meet middle and high-school students and people looking for work or new professional opportunities, and introduce them to the careers available with boat building. An opportunity for rich exchanges thanks to workshops during which they were invited to try out hull molding or joinery for boats.



December SETTING THE TONE WITH "BECOME A BOATBUILDER"

Launched at the Paris Boat Show, the "Become a Boatbuilder" employer campaign promotes boat building careers and know-how through a dedicated website designed to provide information for candidates looking for guidance or to take their career in a fresh direction: training offers, key dates, career fact sheets, photos, videos and testimonials...

deviens-constructeur-nautique.fr

2020

JEANNEAU'S LEADER RANGE CELEBRATES ITS 35TH ANNIVERSARY!

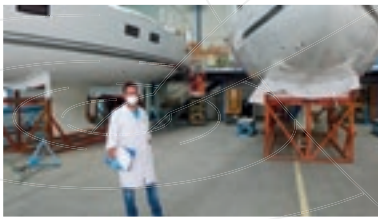
March DIGITAL TRANSFORMATION AWARDS WINNER

To improve the performance and availability of machines producing timber parts for its boats, Groupe Beneteau launched a digital transformation initiative: TRS 2.0. This connected machine project was recognized in the fifth Trophées de la Transformation Numérique digital transformation awards, a major industry event, organized by the magazine SOLUTIONS NUMÉRIQUES.



May BACK TO WORK WITH MASKS AND SMILES

After production was shut down for six weeks due to the Covid-19 crisis, operations were able to gradually resume at all the production sites thanks to a reviewed and adapted work organization, new health protocols and extensive use of homeworking. These various exceptional measures were rolled out with an outstanding sense of solidarity among the teams to enable 100% of the sites to return to work.



July NEOLINE SAILING CARGO SHIP TO TRANSPORT OUR BOATS TO AMERICA

On July 30, 2020, Groupe Beneteau signed a framework Transatlantic transport agreement with NEOLINE, a new French shipowner and energy transition pioneer specialized in out-of-gauge freight. Thanks to this commitment, Groupe Beneteau will benefit from an efficient, high value-added and sustainable maritime transport solution. Sailing-based shipping reduces greenhouse gas emissions by almost 90%, as well as related impacts such as submarine noise, compared with conventional maritime freight.



September APPRENTICES AND INTERNS: BACK TO SCHOOL!

The apprenticeship system enables experienced employees to share and hand down decades of know-how to the younger generations. At the start of the 2020 academic year, Groupe Beneteau welcomed 35 new interns on board. They include eight apprentices from composite programs (CAP) in partnership with the CFA-MFR Saint-Gilles-Croix-de-Vie apprentice training center who joined the composite materials excellence hub.

Autumn/winter SHOWS CANCELLED AND NEW FORMATS

Autumn 2020 was marked by the cancellation of almost all the boat shows in the various regions around the world. Nevertheless, around 20 new models for the 2020-2021 season were unveiled during private events, exclusive days and online events such as Yachting Live!



PRESTIGE LAUNCHES THE X-LINE RANGE, WITH ITS REVOLUTIONARY ARCHITECTURE

2020



These are unprecedented times.
To our employees, our suppliers, our dealers
and all our partners who have been able to
adapt since the beginning of the crisis and
demonstrated their agility:

Thank you!

Together, let's continue to serve our clients with the
integrity and passion that has always driven us.





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