

# GRUPE BÉNETEAU

## 2009 annual sales in line with forecasts Ambitions for growth maintained for 2010

### ■ Change in annual sales for 2009 season

€'000,000	Aug 31, 2009	Aug 31, 2008	Change (%)
Boats	494.0	851.8	-42.0%
Mobile homes	164.9	203.6	-19.0%
Businesses sold off (Wauquiez and Microcar)		38.7	-100.0%
Consolidated sales	658.9	1,094.1	-39.8%
Like-for-like consolidated sales (*)	658.9	1,055.4	-37.6%
(*) excluding Wauquiez and Microcar			

The Bénéteau Group's sales for the 2009 season came to €658.9 million, with this performance – better than expected – due to the boat business posting higher sales than forecast (-42% compared with -45% initially).

- In a global pleasure cruising market that has contracted by more than 50% as a result of the economic and financial crisis, the Group's boat business has consolidated its market shares on both yachts (-44%) and powerboats (-38,2%). This downturn in the **boat business** is less marked than initially forecast. The Group's resilience reflects the diversity of its offering, its extension onto the segment for 9 to 15 meter powerboats, and the attachment and trust of its customers.
- The **mobile home business** is weathering the crisis better, with a more limited contraction (-19%), notably thanks to the confidence shown by outdoor accommodation professionals in the future of their business.

### ■ First indicators for the 2010 season

The Bénéteau Group will be presenting its insight into the **boat season's** trends after the main autumn shows. It is embarking on the 2010 season with an unprecedented range of new models, a committed sales network and its sound financial foundations intact.

The first shows have already revealed a resurgence in interest among customers, fuelled by the appeal of the Group's new models.

For the **mobile home** business, the success of the 2009 summer season is a good omen for the investments to come over the months ahead.

Alongside this, the Group's development projects (power yachts and wooden frame residential homes) are moving into their operational phase and will contribute to the growth expected by the Group for 2010.



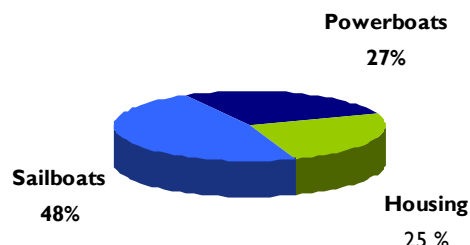
## About the Bénéteau Group

The world's number-one sailboat builder, the Bénéteau Group is continuing to develop its business on the **powerboat** market. It is extending its range to units over 15 meters and is one of the leading players in Europe.

On both sail and powerboats, the **Bénéteau, Jeanneau, Lagoon** and **Prestige** brands offer more than 100 models ranging from 20 to 60 feet. The Group has one of the most prestigious signatures for the custom construction of high-end yachts: **CNB**. It is establishing itself on the segment for powerboats over 15 meters with **Monte Carlo Yachts**.

The Group is also a major 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  
Group sales for FY 2008-09: €658.9 M



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