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## 2009 - 2010: sales up 17% 2010 - 2011: growth accelerating

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Following the winter shows, the Bénéteau Group confirmed its forecasts for FY 2009-10 during its annual meeting with financial analysts, with sales expected to total €771 million (+17%). It also revealed its ambitions for the coming financial year: €930 million in sales (+20%) and €84.5 million in operating income, representing 9.1% of sales.

### ■ FY 2009-10: sales up 17%

- The good level of the order book on the Bénéteau Group's **Boat** business has been confirmed, representing nearly 70% of the sales target for the whole year at the end of January. This business is therefore expected to grow by **15%** in a stable global market. In addition, the Group's development in the segment for power yachts over 15 meters is continuing to move forward as announced.
- The Group's **Housing** business is benefiting from the upturn seen by the outdoor accommodation sector during summer 2009. The orders placed by professionals to date confirm the target for **8%** sales growth on this activity. This growth, combined with the impacts of the industrial synergies implemented, will pave the way for operating income to climb 20%.

### ■ FY 2010-2011: growth accelerating

- In an economic environment that is picking up again, the global pleasure cruising market is expected to grow by 10% in 2011. Part of this growth will be driven by the boom in the yachting market in emerging countries, where the Group is already established. It expects its **Boat** business to grow by 20%, with operating income surging from 4% to 9% of sales.  
Furthermore, sales generated on large power yachts are expected to double to €20 million, enabling this segment to break even.
- As of 2011, the mobile home market is expected to return to its pre-crisis levels, with the Group recording **€200 million** in sales on its **Leisure Homes** business. Thanks to the synergies developed between O'Hara and IRM, operating income is expected to represent 11% of sales.  
In the residential home sector, development will pick up pace, generating €30 million in sales, with operating income coming out at 5%.



## ■ Overview

	Sales		
	2008-09 actual	2009-10 forecast	2010-11 target
Boats	494	568	680
Housing	165	178	200
Developing business lines	-	25	50
<b>Group total</b>	<b>659</b>	<b>771</b>	<b>930</b>
Change n-1	-37.5%	+17%	+20.5%

	Operating income		
	2008-09 actual	2009-10 forecast	2010-11 target
Boats	-3.3	22	61
Housing	15	18	22
Developing business lines	-3	-2.5	1.5
<b>Group total</b>	<b>8.7</b>	<b>37.5</b>	<b>84.5</b>
% of sales	+1.3%	+4.9%	+9.1%

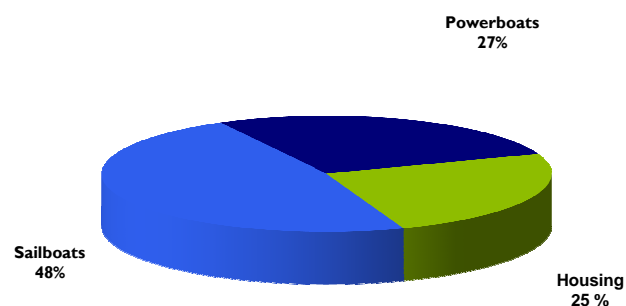
### ■ *About the Bénéteau Group*

As the **world's number-one yacht builder**, the Bénéteau Group has continued to develop its business on the **powerboat** market, and is one of the leading players in Europe.

On both sail and powerboats, the **Bénéteau, 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 homes**. 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  
2008-09 Group sales: €659.2 M



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