

# GROUPE BÉNETEAU

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## 2011: sales up 18.3% Group further strengthening its positions on its business lines

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### 2010-II sales

€'000,000	At Aug 31, 2011	At Aug 31, 2010	Change (%)
Boats	694.4	573.5	+ 21.1%
Housing	227.1	205.8	+ 10.4%
Consolidated sales	921.5	779.3	+ 18.3%

The Bénéteau Group recorded €921.5 million in sales over FY 2010-II, ended August 31st, 2011, up 18.3%.

Thanks to this performance, following on from 18.2% growth in 2010, the Group is continuing to further strengthen its positions on its two business lines.

- For the **boat business**, sales came to €694.4 million, 21.1% higher than the previous year. With its sustained rate of product development (23 new models), the Group has continued to refresh and extend its ranges. In the four key areas from its development strategy (large power yachts, Asia region, powerboats in North America and South America), it achieved sales growth of over 70%, up to €67.5 million.
- The **housing business** generated €227.1 million in sales, up 10.4%. On leisure homes, the Group's sales climbed 7.5% to €208.4 million. This development has been driven by the confidence of outdoor accommodation professionals in their market and in the Group's brands. Residential housing (high-environmental performance and wooden-frame homes) recorded €18.7 million in sales, an increase of 57%. During its second year, it has continued to move forward with its development strategy on the housing market.

## Trends for the 2012 season

As usual, following the autumn shows, the Bénéteau Group will be presenting the first information on trends for the 2012 season.

- For the boat business, the response to the Group's new models during the first shows is further strengthening its confidence in its ability to continue growing considerably quicker than the markets.
- For the housing business, the good performance achieved in the 2011 season and the confidence among professionals in their outlook for the future are encouraging them to place their orders quickly for the coming season.



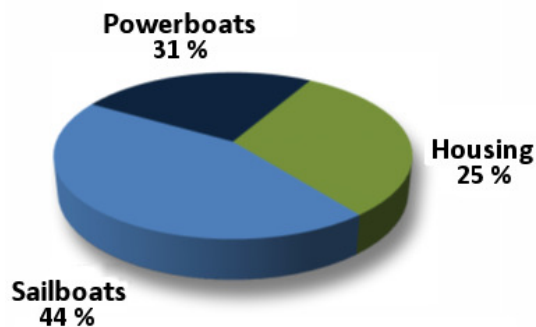
### About the Beneteau Group

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

On both sail and powerboats, the **BENETEAU**, **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**, with its **O'HARA** and **IRM** brands, 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  
2010-11 Group sales: €921.5 M



[www.beneteau-group.com](http://www.beneteau-group.com)

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