

Groupe Beneteau Implements targeted adaptation of US activities in a market affected by Middle East Conflict

- Production halt at Cadillac (Michigan) facility in Q3 2026, with planned divestiture of the site and Four Winns, Glastron and Scarab Jet brands
- A targeted operation affecting activities representing less than 5% of Group revenue in 2025
- A measure designed to concentrate resources on developing the Group's seven strategic brands, without questioning its ambitions on the American market

Saint-Gilles-Croix-de-Vie, June 15, 2026 – Following the Supervisory Board meeting of June 11, 2026, the Groupe Beneteau announces a targeted adaptation of certain US operations in a market affected by the Middle East conflict. On May 4th, upon publication of its quarterly revenue, the Groupe Beneteau already reported a slowdown in order intake since the beginning of the conflict and announced the implementation of measures aimed at restoring operating margins. In a geopolitical context that remains uncertain and continues to fuel customer caution in the boating markets, the Group today initiates production halt at its Cadillac facility as well as the planned divestiture of this site and the Four Winns, Glastron and Scarab Jet brands.

Refocusing US Activities with Planned Divestiture of Cadillac Shipyard and Four Winns, Scarab Jet and Glastron Brands

The Group announces the production halt at one of its 16 production facilities, the Cadillac (Michigan) facility in the United States, during Q3 2026, as well as the planned divestiture of this facility and its Four Winns, Scarab Jet and Glastron brands. A search for potential buyers is underway. After-sales service and spare parts supply will be maintained until the divestiture is finalized, ensuring service continuity for owners and distributors.

This decision is based on two observations. First, the structural weakness of the bowriders and jet boats segments – in which the Four Winns and Scarab brands operate – which have been in decline for several years. Second, the deterioration of the geopolitical situation since the beginning of the Middle East conflict in March 2026, which has further accelerated this decline in already fragile segments.

Despite continued significant investments, the activity level in 2026 at the American facility remains below the recovery trajectory. Over the last two fiscal years (2024 and 2025), the American brands recorded approximately €30 million in cumulative operating losses.

Affecting three brands representing less than 5% of Group revenue in 2025, this decision does not question the Groupe Beneteau's ambitions on the American market, nor the sales growth prospects and profitability improvement envisioned at this stage for the fiscal year. Rather, it aims to concentrate resources on its seven strategic and performing brands — Beneteau, Jeanneau, Prestige, Excess, Lagoon, Wellcraft and Delphia — to support their development and better serve the Group's distribution network in Europe, the Americas and Asia.

"While this difficult decision is rational, we are aware of what it represents for each member of the Cadillac site team. The teams have demonstrated exemplary commitment. What we owe them today is clarity, respect and support worthy of what they have given the Group," said Yannick Madiot, General Manager of the Dayboating Business Unit.

Furthermore, the Groupe Beneteau continues its adaptation measures to align its cost structure with activity levels, while continuing the deployment of its product innovation plan. In 2026, 24 new models will be launched, following 23 successful launches in 2025. The increase in retail sales in the first quarter and nearly 10% growth at constant exchange rates at the end of April in the order book for 2026 confirm the relevance of this strategy. The targeted decision made in the United States is specifically intended to support the Group's innovation and commercial development capabilities.

"These choices result from a market environment durably affected by a geopolitical context beyond our control. Our responsibility is to act with lucidity and transparency to preserve our Group's capacity to invest, innovate and rebound, while supporting with respect and responsibility each of our employees. With 140 years of history, Groupe Beneteau has the fundamentals and culture to navigate this period without abandoning what has made its strength throughout its history: innovation, the expertise of our teams and our territorial roots," said Bruno Thivoyon, Chairman of the Executive Board of Groupe Beneteau.

ABOUT GROUPE BENETEAU

Founded in Vendée 140 years ago by Benjamin Bénéteau, Groupe Beneteau is today a leading global player in the boating industry. With an international industrial presence comprising 16 production facilities and a global sales network, the Group generated revenue of approximately €850 million in 2025 and employs 6,200 employees, primarily in France, the United States, Poland, Italy, Portugal and Tunisia.

True to its mission – Bringing dreams to water – the Beneteau Group designs and manufactures boats and services offering a unique boating experience. Through its nine brands, its Boat division offers more than 135 models of pleasure boats, addressing the diversity of uses and boating projects of its customers, under sail or motor, in monohull or catamaran.

Through its Boating Solutions division, the Group is also active in day and weekly rental services, marinas, digital and financing.

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