

Appointment: Paul Blanc will take over the helm of the Jeanneau brand

Groupe Beneteau announces the appointment of Paul Blanc as General Manager of the Jeanneau brand. Under his new role, Paul Blanc will report to Gianguido Girotti, Deputy CEO in charge of Product and Brand Strategy.

Currently Asia Pacific Sales Director for the Jeanneau and Prestige brands and Managing Director of Groupe Beneteau Asia Pacific office in Hong Kong, Paul Blanc will become General Manager of Jeanneau in April 2020.

Aged 39 and graduated from French business school ESSCA, Paul Blanc moved to China in 2001 to study mandarin. After a career start in Beijing in the automotive sector, he decides to combine his passion for boating with his job and joins the Jeanneau and Prestige teams in 2010 as Sales Director for Asia Pacific. Initially based in Shanghai, he established in 2011 the Jeanneau Prestige regional office in Hong Kong and in 2018 was appointed Managing Director of Groupe Beneteau Asia Pacific office in Hong Kong where all brand teams are gathered.

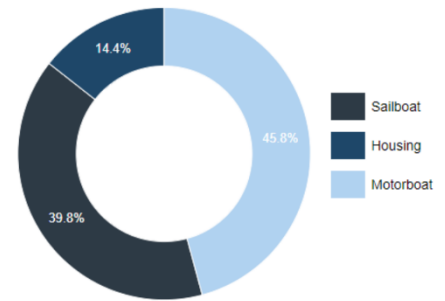
ABOUT GROUPE BENETEAU

As the boating industry's global market leader, Groupe Beneteau, through its Boat division's 12 brands, offers over 200 recreational boat models serving its customers' diverse navigational needs and uses, from sailing to motorboating, monohulls and catamarans.

Leading the European leisure homes market, the three brands from the Group's Housing division offer a comprehensive range of leisure homes, lodges and pods that combine eco-design with high standards of quality, comfort and practicality.

With its international industrial capabilities and global sales network, the Group employs 8,200 people, primarily in France, the US, Poland, Italy and China.

FY 2018-19 Group revenues: EUR 1336,2M



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