

# **M.O.R.A.**

## **MARINE CONSULTING**

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### **HEADQUARTERS & WORKSHOP:**

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MORA was founded in 2000 by professional skipper Halvard MABIRE.

In 2003, Eric de PENANSTER, founder and former CEO of NAVTEC SUD EUROPE (a well-known company in the marine industry, specialising in the manufacture and distribution of rigging and hydraulic equipment for the NAVTEC brand), joined the company as an equal shareholder.

MORA has several activities, which are primarily, though not exclusively, in the marine industry. Specific areas of expertise required for our business can easily be applied to certain industrial sectors.

We regularly provide consultancy and sub-contractor services, but since 2005 we also own a workshop (300m<sup>2</sup>, double-skin insulation) which we had built, located in BARNEVILLE in the Pré Bécouffret industrial park. We can manufacture a variety of prototype parts, mainly employing small-scale customised technology using composites. We use the facility for manufacturing one-off prototypes only, applying techniques which large facilities cannot offer. We also use our facility to build parts and boats designed by us, as well as offering high quality refitting and restoration services for individual boats up to 60' maximum (classic or custom race boats).

To illustrate MORA's activities since its foundation, here are just a few examples of our work:

- Overall management of the "Team Adventure" campaign for The Race (maxi catamaran built at JMV)
- Management of TEAM FONCIA (Alain GAUTIER's 60' racing multihull). Within this mission, we project managed the design and build of the new 60' trimaran, and set up a yard for the assembly and final build stages of the boat - this yard was also the first to be built on the submarine base in Lorient (2001-2002). We also designed, produced and sold numerous complex custom mechanical systems.
- We worked in close collaboration with JMV on the build of the 45m super maxi monohull MARI CHA 4. Our role was to manage all non-composite aspects, for example defining systems and managing suppliers and sub-contractors, and coordination with the yard on the installation of systems.

- Services on the Maxi catamaran ORANGE 2. Halvard Mabire was a watch leader on the boat in 2004, but MORA also played a part in improving the boat by revamping some systems (steering, mechanical and power).
- We also work on race projects as owners and overall management. In 2003 we invested in a FIGARO 2. We managed the boat on behalf of the sponsor SOJASUN, for the 2005 and 2006 FIGARO seasons for Australian sailor Liz WARDLEY. Once the sponsorship had been secured, we helped Liz set up her own structure (and sold our FIGARO 2 to her at the same time).
- We work on custom technical projects (definition, design and sale of custom hydraulic systems): Canting mast on Olivier de Kersauzon's GERONIMO, hydraulic equipment on GROUPAMA 2 (Frank Cammas), DELTA DORE (Jérémie Beyou)...
- Collaboration with JMV on the build of the 60' Delta Dore.
- Consulting services to large facilities in the marine industry (Outremer, Allures Yachting, Wauquiez, Structures,...)

Thanks to our significant network of sub-contractors (structural calculation and a number of manufacturers of mechanical and composite pieces), we have been able to deliver on custom projects. This makes us ideally placed as a sub-contractor or consultant for boat-building facilities and certain sectors of industry where a specific problem needs to be resolved in a hurry, and they prefer to call on our services rather than interrupt their production or hire personnel, which can be difficult and costly. Moreover, as a result of our experience of serious racing competition, we often provide practical and innovative solutions. This expertise can be applied outside of the marine industry, and we regularly find ourselves involved in projects which have nothing to do with boats...

Alongside all of this, we have also designed and built a small 10m custom motor boat, neo-classic in design, and launched in August 2007. While some may think this the antithesis of their view of Halvard Mabire (motor boat, retro, lots of visible wood...), it does demonstrate the diversity of our expertise and our ability to be able to go beyond all that is modern and competition-based. The marine world is very broad, and we firmly believe in niche markets.

Over the long term, a principal aim of MORA is to find sponsors to back ocean racing campaigns that we manage, through the company, and under the management of skipper Halvard MABIRE.

For example, the 2008 season was of particular note, with our participation in the Artemis Transat (solo transatlantic race) and Halvard MABIRE's victory in the Québec Saint Malo transatlantic race.

**MORA is one of the few organisations which can deliver a satisfactory outcome for sponsors wishing to use sailing as a platform for communication. We have over 30 years of experience at the highest level in this area, and we have a good relationship with the media, meaning that there is some return on investment before we even start racing. Above and beyond the sporting and media aspects, we also have experience in making**

**good use of a campaign for internal communications, incentive programmes and business-to-business relations.**