

All six online stores of the Kering-YOOX joint venture were successfully launched

Paris – Milan. The online stores of all the six brands included in the joint venture established in August 2012 by Kering (then PPR) and YOOX were successfully launched by 30 June 2013, marking the first important milestone of the joint venture.

Namely, the online stores of Alexander McQueen (www.alexandermcqueen.com), Balenciaga (www.balenciaga.com), Bottega Veneta (www.bottegaveneta.com), Saint Laurent (www.ysl.com), Sergio Rossi (www.sergiorossi.com) and Stella McCartney (www.stellamccartney.com) were launched in the originally planned overall timeframe.

Kering brought to the partnership the unique appeal of its highly desirable brands, as well as their longstanding heritage in the luxury sector. Each brand remains in full control of its online store and is in charge of product assortment, editorial content, art direction and digital communication. Through the joint venture, YOOX made available to Kering luxury brands its technology platform tailored to luxury e-commerce, as well as its worldwide reach with local expertise, best-in-class functionality, luxury customized services and e-commerce experience, including web design, user experience, digital production, customer care and web marketing.

About Kering

A world leader in apparel and accessories, Kering develops an ensemble of powerful Luxury and Sport & Lifestyle brands: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Sergio Rossi, Boucheron, Dodo, Girard-Perregaux, JeanRichard, Pomellato, Qeelin, Puma, Volcom, Cobra, Electric and Tretorn. By 'empowering imagination' in the fullest sense, Kering encourages its brands to reach their potential, in the most sustainable manner.

Present in more than 120 countries, the Group generated revenues of €9.7 billion in 2012 and had 33,000 employees at year end. The Kering (previously PPR) share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).

About YOOX Group

YOOX Group is the global Internet retailing partner for leading brands. It has established itself amongst the market leaders with the multi-brand online stores yoox.com, thecorner.com, and shooscribe.com, as well as with numerous mono-brand online stores, such as armani.com and zegna.com, all of which are "Powered by YOOX Group." The Group is also a partner of Kering, with which it has created a joint venture dedicated to the management of the mono-brand online stores of several of the Kering Group's luxury brands. The Group has offices and operations in Europe, the United States, Japan, China and Hong Kong and delivers to more than 100 countries worldwide. Listed on the Milan stock exchange (MTA, STAR: YOOX), the Group posted consolidated net revenues of Euro 376 million in 2012.



YOOX GROUP

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