

Press
Release

18.11.2013

Brioni, a new brand for the Kering and YOOX joint venture

Paris, Milan, 18 November 2013 - Kering S.A. and YOOX S.p.A. are pleased to announce the entry of Brioni into the joint venture established in August 2012 to manage the mono-brand online stores of several Kering luxury brands.

Brioni's first online store launches globally today, thus bringing the number of digital boutiques managed by the joint venture to seven: alexandermcqueen.com, balenciaga.com, bottegaveneta.com, ysl.com, sergiorossi.com, stellamccartney.com - all live since June 2013 - and brioni.com.

The joint venture has developed for Brioni both the online store and the institutional site through a single integrated solution, bringing commerce and content together to provide users with a seamless digital experience.

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 Tretom. 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 fashion & design brands. It has established itself amongst the market leaders with the multi-brand online stores yoox.com, thecorner.com and shoescrime.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, the Group posted consolidated net revenues of Euro 376 million in 2012.



YOOX GROUP

Kering press contacts

Hélène Saint-Raymond
Claire Fretellière

+33 (0)1 45 64 61 20
+33 (0)1 45 64 63 31

helene.saint-raymond@kering.com
claire.fretelliere@kering.com

Kering analyst/investor contacts

Claire Roblet
Edouard Crowley

+33 (0)1 45 64 61 49
+33 (0)1 45 64 63 28

claire.roblet@kering.com
edouard.crowley@kering.com

YOOX Group press contacts

Silvia Scagnelli
Alba D'Amico
Image Building

+39 02 83112811
+39 02 83112828
+39 02 89011300

silvia.scagnelli@yoox.com
alba.damico@yoox.com
yoox@imagebuilding.it

YOOX Group analyst/investor contacts

Silvia Scagnelli

+39 02 83112811

investor.relations@yoox.com

Websites:

www.kering.com

www.yooxgroup.com