



Press Release

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Kering launches its 'Kering Greater China – Leading talent through global perspectives' executive education programme in partnership with Tsinghua University (Beijing) and HEC (Paris) to support talent development in China

Beijing, China - Paris, France. Kering today announced the launch of 'Kering Greater China – Leading talent through Global perspectives', a programme in collaboration with Tsinghua University in Beijing and HEC Paris, two of the most prestigious academic institutions in China and France, respectively. The programme will provide tailor-made executive education to high-potential managers at Kering and its brands operating in Greater China. The programme is designed to respond to the growing demand for high calibre talent in the China market.

Kering's Chairman and CEO, Mr François-Henri Pinault, and the first class of 27 students today attended the programme's opening ceremony at Tsinghua University. The class comprises mid-career managers of the Kering Group and its brands in China, including Gucci, Bottega Veneta, Balenciaga, Saint Laurent, Boucheron, Pomellato, Stella McCartney, Girard-Perregaux and PUMA. The 18-month programme will take the students to Beijing, Shanghai and Paris, with the curriculum designed to provide both classroom-based and interactive learning opportunities with Kering senior executives. Learning will be further facilitated by webinar discussion sessions. At the end of the programme, students will be awarded a certificate of completion jointly issued by HEC Paris and Tsinghua University, and credits for further executive programmes.

This is Kering's first training programme targeting mid-level managers in Greater China. The aim is to improve student's managerial skills in order to address challenges arising from the changing dynamics of Asian markets. The curriculum covers an extensive range of topics from global brand management and digital marketing to sustainable development and customer relationship management. At the same time, the programme will promote dialogue and knowledge sharing between Kering brands and enhance the ability of employees to work efficiently across brands and markets.

"The Chinese market has huge potential and is highly competitive," said Mr François-Henri Pinault, Kering's Chairman and CEO. "Talent shortages and high employee turnover rates are key challenges facing the market. Through the 'Leading talent through global perspectives programme', we aim to address these challenges by improving the managerial skills, creativity and global vision of our employees, and ultimately deepen our pool of high quality talent. The extensive experience of Tsinghua University and HEC Paris in delivering management education will allow our talented employees to play a bigger role in their current position and provide them with transferable skills needed to be successful in the many opportunities available at Kering and our brands.'

Over the years Kering and its brands have worked with both Tsinghua University and HEC Paris on various programmes, including scholarships and knowledge-sharing activities with senior Kering executives. The 'Greater China – Leading talent through global perspectives' programme marks the first in-depth cooperation among the three parties.

"We are very pleased to have the opportunity to cooperate with Kering Group and HEC Paris," said Professor Xue Lei, Director of Executive Education, Tsinghua SEM. "The rapid development of China's luxury and fashion industry means there is an urgent need for talent with sound knowledge of the business of fashion and arts, as well as expert managerial skills. We will continue to leverage our academic expertise to build a platform combining theoretical knowledge



with practical experience, and to support international educational projects to cultivate talent for the industry.'

"HEC Paris has a long history in luxury management education, notably through the Luxury certificate sponsored by Kering," said Mr Bernard Ramanantsoa, Dean of HEC Paris. 'As the first school to introduce French fashion and luxury management education into China, we have enjoyed a collaborative and highly productive relationship with Tsinghua University and have been running high-end programs such as the Advanced Management Program 'Fashion and Luxury' for the past 15 years. We are excited to have the opportunity to once again bring our international experience and global best practice to China to help develop talent in the luxury industry."

Kering Greater China's 'Leading talent through global perspectives' programme represents a highly important project that supports the development of Kering's talent globally. The Group plans to extend the programme to other markets including the US in the future.

About School of Economics and Management, Tsinghua University

The history of the School of Economics and Management, Tsinghua University (Tsinghua SEM) dates back to 1926 as the Department of Economics and to 1979 as the Department of Economics and Management Engineering. In 1984, Tsinghua SEM was established as one of the first business schools in China. Currently, Tsinghua SEM has a total of 166 faculty members and more than 4,000 students, offering a variety of academic programs at undergraduate, master (including MBA/EMBA), and doctoral levels. With eight departments and several research centres, Tsinghua SEM contributes academic knowledge that fuels the revival of the Chinese economy and cultivates business leaders for China and the world.

About HEC Paris

Specialized in education and research in management, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters Programs, MBA, PhD, HEC Executive MBA, TRIUM Global Executive MBA and Executive Education open-enrolment and custom programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC is itself a founding member of ParisTech and the Paris Saclay campus. It boasts a permanent faculty of 110 professors, more than 4,000 students and over 8,500 managers and executives in training each year.

HEC Paris was ranked number one business school in Europe by the Financial Times' overall business school ranking in December 2013.

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, Tomas Maier, 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 2013 and had 35,000 employees at year end. The Kering (previously PPR) share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).

Kering's involvement with China goes back nearly 30 years and the country represents a driving force for the Group. The company employs 5,100 people in China and present in a total of 300 Chinese cities.



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