



PRESS RELEASE

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## **François-Henri Pinault presents the trophies at PPR's 1<sup>st</sup> ever Innovation and Sustainable Development Awards**

**Having been committed to pursuing a policy of Corporate Social Responsibility (CSR) for more than 10 years, PPR has decided to get even more of its employees involved, choosing to promote their creativity and sense of responsibility.**

The release of the film "Home" in June 2009 marked a decisive shift in the Group's CSR policy: in addition to simply increasing awareness, the time has come to speed up our action in favour of sustainable development. For this reason, PPR introduced an internal competition this year with the aim of rewarding the best responsible business practice initiatives thought up by employees of the PPR Group.

Over a 3-month period, those PPR employees who wished to take part formed teams dream up an innovative project combining economic efficiency, social equity and ecological requirements, submitting it to a jury<sup>1</sup> of 6 internal members and 3 external members.

In total, 56 projects were evaluated, drawn up by 160 employees from 15 different countries and representing the Group's 5 brands.

At PPR's General Meeting, which took place on the 19th May, François-Henri Pinault handed out PPR's first ever trophies for Innovation and Sustainable Development, rewarding the following 3 projects:

- The 1<sup>st</sup> prize went to PUMA, for its project to design a shop in an entirely eco-friendly manner in India, the "Carbon Neutral PUMA store in India". This prize came with a budget of €25,000 to help set up the project, as well allowing them to take on a student intern from the Masters in Sustainable Development course at HEC for 6 months.
- The 2<sup>nd</sup> prize went to La Redoute and its project to display information on the environmental and social performance of household linen products. This prize came with a budget of €10,000.

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<sup>1</sup> The Jury:

**Laurent Claquin**, Senior Vice President of CSR at PPR and President of the Jury, **Jean-François Palus**, Executive Vice President, Chief Financial Officer at PPR, **Céline Bonnaire**, Executive Director of the PPR Corporate Foundation for Women's Dignity and Rights, **Philippe Decressac**, Senior Vice President of HR at PPR, **Élisabeth Didier**, Sustainable Development Director at PPR, **Bénédicte Faivre-Tavignot**, Pedagogical Director of the Specialised Masters in Sustainable Development at HEC (top French business school), **Todd Hymel**, Deputy Director of Mergers & Acquisitions at PPR, **Élisabeth Laville**, Founder of Utopies, French consulting and information firm working in the area of sustainable development, **Arnaud Mourot**, Director of Ashoka France, the world's leading network of Social Entrepreneurs

- The 3<sup>rd</sup> prize went to Fnac Portugal and its project to create "Mini-Fnac's in hospitals". This would involve creating play areas run by Fnac employees to entertain children receiving treatment in hospitals close to the brand's stores in Portugal. This prize came with a budget of €5,000.

Finally, the Jury wished to applaud the quality of work of one of PUMA's teams in Hong Kong by awarding them an honorary prize for their project to create textile collections from organic materials and designed, produced and sold only in China, thus promoting the local development of the area.

François-Henri Pinault stated:

*"I am delighted with the success of PPR's very first Innovation and Sustainable Development Awards, which just goes to show that all of PPR's employees are committed to working for a responsible company. The projects that were submitted reflect the enthusiasm of the Group's employees and provide us with a wealth of innovation to integrate into our economic models".*



#### **About PPR**

PPR develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €6.5 billion in 2009. With approximately 73,000 employees the Group is present in 59 countries. PPR shares are listed on Euronext Paris (FR 0000121485, PRTP.PA, PFP).

To explore the universe of PPR brands go to [www.ppr.com](http://www.ppr.com): Fnac, Redcats Group (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and brands of the plus-size division), Conforama, Puma and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).



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