



PRESS RELEASE

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New organisation of PPR's Communication Department

PPR presents the new organization of its Communication Department. This new organization reflects the new communication needs of PPR as it becomes a more global, more coherent Luxury and Sport & Lifestyle group.

Louise Beveridge, Senior Vice President - Communication, member of the PPR Executive Committee, now has overall responsibility for three departments:

- **Charlotte Judet, Director - Corporate Information**, manages PPR's editorial platform and internal and external information. The Corporate Information Department brings together:
 - the **Press Relations Department**, headed by **Paul Michon**
 - the **Internal Communication Department**
 - Digital
 - Editorial content.
- **Paola Milani, Director - Corporate Brand**, is responsible for the identity, positioning and international influence of the PPR brand. Paola Milani is seconded by **Nathalie Knafo, Deputy Director in charge of Public Relations**. The Corporate Brand Department is responsible for:
 - The Brand and Corporate Image
 - Public Relations
 - Publications
 - Corporate Advertising
 - Iconography and Video
 - The Web.
- **Nikolas Talonpoika, Director - Media**, is responsible for the group's media purchasing and agency relationships across all markets. He assists the group's brands with their media strategy and provides global expertise in market intelligence.

PPR's Communication Department, based in Paris, has teams in Milan, Hong Kong, New York and Tokyo.



About PPR

PPR nurtures a group of high-growth global brands distributed in more than 120 countries. In 2010, PPR generated revenues of €14.6 billion and had over 60000 employees at year end. The PPR share is listed on Euronext Paris (FR 0000121485, PRTP.PA, PFPF).

To explore the PPR brand universe, please visit www.ppr.com: the Luxury brands (Gucci, Bottega Veneta, Yves Saint Laurent, Alexander McQueen, Balenciaga, Boucheron, Girard-Perregaux, JeanRichard, Sergio Rossi and Stella McCartney), the Sport & Lifestyle brands (Puma, Volcom, Cobra, Electric and Tretorn), Fnac and Redcats.

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