



Press Release

18.06.2013

PPR becomes Kering

∞ Group's change of name approved by the annual general meeting

Following a complete transformation undertaken since 2005, PPR announced on 22 March 2013 its project to adopt a new name, Kering, to reflect its new identity.

The Group's annual general meeting, held on 18 June 2013, approved the resolution relating to its name change, which becomes effective from today.

Kering is now a cohesive, international group focused on a single business: apparel and accessories, across an ensemble of powerful brands, all with strong potential for growth, in two segments: Luxury and Sport & Lifestyle.

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, McQ, Balenciaga, Brioni, Christopher Kane, Stella McCartney, Sergio Rossi, Boucheron, Girard-Perregaux, JeanRichard, 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).

Contacts

Press

Paul Michon	+33 (0)1 45 64 63 48	paul.michon@kering.com
Hélène Saint-Raymond	+33 (0)1 45 64 61 20	helene.saint-raymond@kering.com

Analysts/investors

Alexandre de Brettes	+ 33 (0)1 45 64 61 49	alexandre.debrettes@kering.com
Edouard Crowley	+ 33 (0)1 45 64 63 28	edouard.crowley@kering.com

Website : www.kering.com