



PRESS RELEASE

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## **PPR creates a New E-Business Development Unit**

François-Henri Pinault, PPR's Chairman and CEO, creates a new business unit dedicated to e-business development to be headed by Fabien Sfez who will report directly to Mr. Pinault and will join PPR's executive committee.

Already a global e-commerce leader with sales exceeding € 2 billion in 2009 with more than 80 websites worldwide, PPR's E-Business Development Unit aims to develop synergies across brands, coordinate e-commerce initiatives and share digital expertise.

“Our Group was a pioneer in both online retail and luxury businesses, said François-Henri Pinault. By sharing their expertise and know how with PPR's consumer and luxury brands, Fabien Sfez and his team will develop synergies across our brands and trigger innovation as they seek new strategic and technical solutions for their digital growth.”

“E-commerce is a strategic priority for PPR. This appointment reflects my goal to increase our digital presence and accelerate our growth in online sales, which should reach 10% of Gucci Group and Puma's consolidated revenues over the next few years.”

*Fabien Sfez, 51, has been General Manager of Fnac France since 2006 during which time he grew Fnac.com, boosted sales and diversified product and service offerings to customers.*

*He began his career at Accenture, from 1982 to 1991, where he worked on projects in the retail sector. In 1991 he joined Canal+ to oversee and develop the company's subscription and programming information systems. In 2001, he became Senior Vice-President Information Technology of the TV-Film Division that included Universal Studios. In March 2003, he was appointed Fnac's Director of Organization and Information Systems as well as PPR's Director of Information Systems.*



### **About PPR**

PPR develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €16.5 billion in 2009. The Group is present in 59 countries with approximately 73,000 employees. PPR shares are listed on Euronext Paris (FR 0000121485, PRTP.PA, PPF.P).

To explore the universe of PPR brands go to [www.ppr.com](http://www.ppr.com): Fnac, Redcats (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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