



Sèvres, June 2, 2009

COMMUNIQUE DE PRESSE

CFAO is taking part in the launch of HOME

The leader in specialised distribution in Africa and French Overseas territories, CFAO is taking part in the launch of the spectacular movie HOME, on 5 June, World Environment Day. As part of French group PPR, the exclusive worldwide financial backer for this full-length documentary, CFAO is its exclusive distributor in 23 African countries.

Directed by Yann Arthus-Bertrand and produced jointly by Elzévir Films and Luc Besson's company EuropaCorp, *Home* aims to raise awareness as broadly as possible to show that emergency action needs to be taken to protect our planet.

More than a mere film, HOME is a worldwide event since its release is unlike any other. For the first time ever, a full-length documentary will be broadcast simultaneously in over 100 countries across all five continents, and released – nearly free of charge - in all formats: for cinema, television, DVD, Internet and theme-based evenings.

For several years now, CFAO has developed a social and environmental responsibility policy, primarily focussing on the promotion of education and health. CFAO's commitment to *Home* illustrates its determination to act as a responsible player.

About CFAO

A subsidiary of the PPR group, CFAO is the leading automobile and pharmaceutical distributor in Africa and the French Overseas Collectivities. CFAO is also a company with industrial productions and trading activities through its CFAO Industries & Trading division and it is a well-known player in the distribution of New Technologies of Information and Communication, through its CFAO Technologies division. Active in 40 countries, it has a 10,610 strong workforce. CFAO's 2008 consolidated turnover stood at 2.864 billion Euros (up 13.6%).

More information on: <http://www.cfaogroup.com>

About PPR

PPR develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €20.2 billion in 2008. The Group is present in 94 countries and territories with approximately 88,000 employees. PPR shares are listed on Euronext Paris (FR 0000121485, P RTP.PA, P PFP).

To explore the universe of PPR brands go to <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, CFAO, Puma and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).