



PRESS RELEASE

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François-Henri Pinault awards fellowship grants to social entrepreneurs working in favour of women

François-Henri Pinault, Chairman of the PPR Foundation for Women's Dignity & Rights, awarded three fellowship grants to social entrepreneurs, at the Awards ceremony held last night, Wednesday 9 June 2010 at the Comptoir général, in Paris.

Aside from a financial grant of €15,000 each, the three winning social entrepreneurs will also receive personal and business sponsoring and guidance from a PPR Group staff member.

The PPR Foundation for Women's Dignity & Rights fights violence against women and promotes women's empowerment. In the context of its programme, the Foundation selects each year a number of social entrepreneurship projects in favour of women, their families and their communities.

The PPR Foundation's Selection Committee thus chose to reward three social entrepreneurs for their entrepreneurial qualities as well as for the economic viability and social added value of their projects:

Sakina M'Sa, creator and director of the Trevo workshop, a work-based and "beauty-based" dressmaking integration enterprise dedicated to women with limited access to employment, and located in the low-income Goutte d'Or district in Paris. The workshop aims to promote small trades involving manual and traditional know-how in the world of Fashion. This project is sponsored by an Yves Saint Laurent employee.

Maria-Teresa Leal, founder of Coopa Roca, a cooperative of women living in La Rocinha favela, in Rio de Janeiro, Brazil. The seamstresses and artisans create pieces for the fashion and design sectors, using traditional embroidery and craft techniques from northern Brazil. They work at home, and generate additional income for their household. This project is sponsored by a Fnac Brazil employee.

Anne Roos-Weil, co-founder of the Pesinet association fighting against infant and maternal mortality in Mali. The NGO has created a community e-healthcare service offering prevention, early detection and treatment of simple illnesses at an affordable cost to the families, via regular follow-ups of health information. It relies on a local network of women acting as community health workers. This project is sponsored by a PPR employee.

On that occasion, François-Henri Pinault stated:

"Entrepreneurial spirit lies at the core of the Group's DNA, and I am very pleased that PPR was the very first private company in France to award this type of grants. The PPR Foundation for Women's Dignity & Rights has decided to support the three winning projects, conducted under the leadership of women in favour of women, because they reconcile economic performance with social innovation and community outreach."

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