



Press Release

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Kering partners with the UN Women French National Committee to promote gender equality

- ∞ **As part of a three-year partnership, Kering is providing the UN Women French National Committee with financial support, and is actively participating in the global organisation's campaigns.**
- ∞ **To mark International Women's Day on 8th March, Kering will support the United Nations' 'HeForShe' campaign.**

Promoting sustainable gender equality

A signatory to the Women's Empowerment Principles in 2010, Kering actively contributes to women's causes, particularly through the initiatives of the Kering Foundation led by François-Henri Pinault, which combats violence against women, and through Group-wide initiatives which promote women's access to leadership positions and, more generally, equality in the workplace. For Kering, gender equality is a real asset for sustainable performance. Today, almost 60% of Kering's employees are female and more than 50% of its managers are women¹.

The UN Women French National Committee is the French representative for the international campaigns (such as the 'HeForShe' campaign) led by UN Women, a global entity committed to gender equality and the empowerment of women. The women's rights and equality movement is still too often perceived as a fight led by and for the benefit of women and girls only, despite the fact that equality clearly benefits men as much as women. 'HeForShe' is an international campaign promoting gender equality that involves men and encourages them to act in favour of real equality by condemning sexist stereotypes and by taking action to change behaviour by redefining gender-based roles. In France, the UN Women National Committee develops initiatives targeting advocacy, education and raising public awareness of this issue, while helping to mobilise resources for programmes in over 90 countries.

The decision of Kering and the UN Women French National Committee to sign a three-year partnership agreement to support the development of initiatives and enhance their impact is thus a natural extension of their respective work in these fields. In this context, Kering will provide the the National Committee with financial support and will also join the register of partner companies that support the entity.

Raising awareness among employees and the general public

Fanny Benedetti, Executive Director of the UN Women French National Committee, stated: *"The global 'HeForShe' campaign has already generated great enthusiasm. We want it to be a vehicle for commitment among French men, both on a personal and professional level. Through the influence of a powerful Group such as Kering, which has agreed to support the campaign, we are looking to motivate other companies. By becoming standard-bearers for gender equality, they are joining forces to demonstrate that this change is truly possible."*

To find out more about the 'HeForShe' campaign, visit www.heforshe.org/

¹ As at 31 December 2015.

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, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, JeanRichard, Pomellato, Qeelin, Ulysse Nardin, Puma, Volcom, Cobra and Electric. 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 more than €11.5 billion in 2015 and had more than 38,000 employees at year end. The Kering (previously PPR) share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).

About the UN Women French National Committee

The UN Women French National Committee is a public-interest, non-profit association founded under French law 1901 and accredited by UN Women in 2013. It unites male and female volunteers from various sectors of activity (private, voluntary and corporate), all of whom are committed to a common project promoting women's rights and gender equality.

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