



PRESS RELEASE

Paris, March 21st, 2012



PPR Board of Directors nominates Jochen Zeitz as a Director and creates a Sustainability Committee

Following a meeting of the PPR Board of Directors on 20 March 2012, the Board is submitting the appointment of Jochen Zeitz as a director for a four-year term to shareholders approval at the Annual Shareholders' Meeting scheduled 27 April 2012.

In addition, the Board of Directors decided to create a Sustainability Committee to further establish sustainability as a key driver in the Group, with the intention that Jochen Zeitz will chair the committee. In this role he will continue to guide PPR's sustainability agenda and provide strategic leadership to PPR HOME.

Jochen Zeitz will continue to be in charge of the Sport & Lifestyle division and Chief Sustainability Officer of PPR, as well as a member of the Executive Committee, until October. As of October, the Sport & Lifestyle division will report directly to Jean-François Palus, Group Managing Director, with Todd Hymel in the position of Chief Operating Officer.

Jochen Zeitz's role at PUMA as Chairman of the Administrative Board remains unchanged.

François-Henri Pinault, Chairman and CEO of PPR, stated:

"In joining the Board of Directors Jochen will bring us his valuable expertise and experience in his fields of excellence which are key drivers for PPR: extensive knowledge of the sport & lifestyle sector and also in sustainability. His commitment and dedication in leading and setting up our Sport & Lifestyle division and PPR HOME to where they are now have been integral to the new PPR."

Jochen Zeitz, Head of the Sport & Lifestyle division and Chief Sustainability Officer of PPR, said: *"In deciding to dedicate more of my time towards my initiatives around conservation and sustainability, I am also looking forward to providing continued support for PPR's strategy in the Sport & Lifestyle division, and help guide the Group's sustainable development as a member of the Board."*

Jochen Zeitz has been a long-time advocate of the necessity for a more sustainable approach to business, having initially introduced PUMAVision in 2008. PUMAVision is an umbrella concept to implement an ethical framework and develop initiatives to drive PUMA to cleaner, greener, safer and more sustainable systems and practices contributing to peace as well as promoting creativity and art. In April 2010, Zeitz launched PUMA's long-term sustainability program, and in May 2011 he was the first to develop and announce an Environmental Profit & Loss Account that puts a monetary value to a businesses use of ecosystem services across the entire supply chain and which will be rolled out across PPR's Luxury, Sport and lifestyle brands by 2015. In October 2010, Zeitz was appointed Chief Sustainability Officer at PPR and soon after launched PPR HOME, a new and multi-tiered sustainability initiative across the Group. In 2008 Zeitz founded the not for profit «Zeitz Foundation for intercultural Ecosphere Safety » to support creative and innovative sustainable projects and solutions. In 2010, the German Sustainability Foundation gave him an award for 'Most Sustainable Strategy' for PUMA. Zeitz is currently a member of the Economics of Ecosystems and Biodiversity (TEEB) Advisory Board as well as a Member of the Board of Harley Davidson, where he chairs its sustainability committee.



About PPR

The PPR Group empowers a coherent ensemble of Luxury and Sport & Lifestyle premium brands, specializing in apparel and accessories, to reach their full growth potential. Distributed in more than 120 countries, PPR generated revenues of €12.2 billion in 2011 and had over 47,000 employees at year end. The PPR share is listed on Euronext Paris (FR 0000121485, PRTP.PA, PPF.P).

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