



PRESS RELEASE

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PPR extends capacity of the main distribution and logistics platform dedicated to its luxury brands

PPR, through its subsidiary LGI (Luxury Goods International), purchased approximately 40,000 square meters of land in the industrial zone of Sant'Antonino (Ticino Canton, Switzerland), in order to extend capacity of its main international distribution and logistics platform of neighbor town Cadempino. This transaction aims at anticipating mid-term capacity requirements resulting from the continuous growth of PPR luxury brands.

Based in Switzerland, LGI (Luxury Goods International) operates PPR's international distribution and logistics platform for its luxury brands (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Alexander McQueen, McQ and Stella McCartney) in the Ticino Canton.

The transaction follows close discussions with local authorities and application for building permission for a new logistics facility. It is subject to the final granting of building permission by local authorities. The land was purchased from Arco Real Estate Development S.A.

The site offers the right sizing, right environment and it is strategically located for the logistics needs of the Group. Its proximity to the railway line is an additional advantage.

The building will comply with environmental regulations, according to the Leadership in Energy and Environmental Design (LEED) standards, an internationally recognized green building certification system set by U.S. Green Building Council (USGBC). The simple, linear appearance of the new center will be perfectly aligned with the typical layout of the local area, which combines business parks, farming land and residential areas. The building layout will be divided into three parts: a car parking area, a logistics area and a green area bordering onto residential areas.

“Our worldwide distribution and logistics hub of Cadempino is a strong competitive advantage for our luxury brands and, as such, a key asset for PPR. This transaction enables PPR to extend this very efficient tool in order to fulfill mid-term predictable growth of our luxury goods sales”, Alexis Babeau, Deputy CEO, PPR Luxury Group, declared.

“We have been interested in LGI's project from the beginning, not only because is it in line with building directives, but also because of its financial returns for the Sant'Antonino area, both through potential jobs creation in the future and by making the town even more attractive for other businesses”, said Christian Vitta, mayor of Sant'Antonino.



About LGI

LGI (Luxury Goods International), part of PPR, has been operating as a worldwide distribution center in the Ticino Canton (Switzerland) since 1996. Today, LGI is located in various parts of Ticino, owning approximately 5,600 square meters in the towns of Vezia and Cadempino and approximately 34,000 square meters of logistics spaces in the town of Bioggio and Stabio.

About PPR

PPR nurtures a group of high-growth global brands distributed in more than 120 countries. In 2010, PPR generated revenue of €14.6 billion and had approximately 60,000 employees as of December 31, 2010. The PPR share is listed on Euronext Paris (FR 0000121485, PRTP.PA, PFPF).

To explore the PPR brand universe, please visit www.ppr.com: Luxury Goods (Gucci, Bottega Veneta, Yves Saint Laurent, Alexander McQueen, Balenciaga, Boucheron, Girard Perregaux, JeanRichard, Sergio Rossi and Stella McCartney), Sport & Lifestyle (Puma, Volcom, Cobra, Electric and Tretorn), Fnac and Redcats.

Contacts

Press:	Claudia Mora	+39 02 8800 5550	cmora@ppr.com
	Paul Michon	+33 (0)1 45 64 63 48	pmichon@ppr.com
Analysts/Investors :	Alexandre de Brettes	+33 (0)1 45 64 61 49	adebrettes@ppr.com
	Emmanuelle Marque	+33 (0)1 45 64 63 28	emarque@ppr.com

Website: www.ppr.com