



PRESS RELEASE

Paris, 13 December 2010



## **Louise Beveridge is appointed Head of Corporate Communication of the PPR Group**

François-Henri Pinault, Chairman and Chief Executive Officer of PPR, announced today the appointment of Louise Beveridge as Head of Corporate Communication for the PPR Group. She will be responsible for devising and implementing the Group's communication strategy. Louise Beveridge will also be a member of PPR's Executive Committee. She will succeed Claude Chirac and will take up her position in March 2011.

Louise Beveridge, who is both a French and Irish national, has had a successful career in corporate communication; both in London based agencies as well as in different corporate positions. Since 2007, she has been Head of Brand & Communications of BNP Paribas' Investment Solutions division as well as being head of CSR. She managed the Group's "Brand center" project, and was the Chairwoman of BNP Paribas MixCity, the Association of Women Executives of BNP Paribas. Louise Beveridge teaches brand strategy at the School of Communication at the Institute of Political Science (IEP) in Paris.

*Louise Beveridge, 48, is a graduate of the Institute of Political Science (IEP) Paris, and holds a Masters degree in international relations from the University of Sussex. After gaining wide-ranging experience within financial communication agencies from 1985 to 1993, she joined Société Générale in London and then in Paris and was Head of Corporate Communication of Société Générale's investment bank (SGCIB) from 1996 to 2001. She was then appointed Head of Corporate Communication of Antalis (Arjo Wiggins) and then of Atisreal in 2002. Following the acquisition of Atisreal by BNP Paribas in 2004, she became Head of Corporate Communication of BNP Paribas Real Estate until 2007, when she was appointed Head of Brand & Communications of the Investment Solutions division of BNP Paribas.*



### **About PPR**

PPR develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €16.5 billion in 2009. The Group is present in 59 countries with approximately 73,000 employees. PPR shares are listed on Euronext Paris (FR 0000121485, PRTP.PA, PPF.P).

To explore the universe of PPR brands go to [www.ppr.com](http://www.ppr.com): Fnac, Redcats (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and brands of the plus-size division), Conforama, Puma and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).



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