

Carlo Alberto Beretta is appointed chief client & marketing officer of Kering

∞ Kering creates the position of chief client and marketing officer and appoints Carlo Alberto Beretta

Kering announces the appointment of Carlo Alberto Beretta in the newly created position of chief client & marketing officer of the Group, effective 4 October 2016. He will report directly to François-Henri Pinault, chairman and CEO of Kering, and will remain a member of Kering's executive committee.

In an increasingly competitive business environment, the focus on customers has become critical to the success of luxury brands. Providing a rewarding and consistent experience across all channels, together with an enhanced relationship with the clients themselves, is required to optimise their satisfaction and build loyalty.

In this context, Kering is creating the new function of chief client & marketing officer and appointing Carlo Alberto Beretta in this position. His outstanding expertise in the luxury industry and experience in managing one of the main brands of the Group, Bottega Veneta, notably laying the foundations of a multi-category approach, made him an obvious choice.

His responsibilities as Kering's chief client & marketing officer will include monitoring the long-term brands' equity of Kering portfolio; building a comprehensive, measurable and profitable customer culture for each Kering brand and as a Group and accelerating omni-channel distribution across the Group.

François-Henri Pinault, chairman and CEO of Kering, commented: *"I wanted to give our maisons exceptional support and expertise in what is their main challenge in the years to come: the ability to meet their customers' needs and fulfil their desires. I am therefore happy to appoint Carlo Alberto Beretta, who has demonstrated the qualities required to realise our ambitious customer strategy."*

About Carlo Alberto Beretta

Carlo Alberto Beretta, an Italian national, started his career in 1993 at the Italian department store La Rinascente as senior buyer. He spent over seven years there, concluding his experience as merchandising manager for menswear. He was then appointed menswear brand manager at Valentino. In 2003, Carlo Alberto joined Ermenegildo Zegna, where he spent the last 11 years, starting as senior merchandising director, then moving to store planning and retail merchandising before being appointed retail development director. He was appointed CEO of Bottega Veneta in January 2015, and diversified the brand's product categories. Carlo Alberto Beretta holds a degree in business administration from Bocconi University in Milan.

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 and Cobra. 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 revenue 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).



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