

PRESS RELEASE

Hermès family confirms its long-term commitment

Creation of a holding company owning over 50% of Hermès International's share capital

Paris, 5 December 2010 - Following a meeting on 3 December 2010, members of the Hermès family reasserted their unity and their confidence in the solidity of their current control of Hermès International, partly via the Emile Hermès family company, sole general partner responsible for determining the company's strategy and management, and via its shareholding.

The family has decided to confirm its long-term unity by creating a family holding company separate from Emile Hermès SARL, which will hold the shares transferred by family members representing over 50% of Hermès International's share capital. The family's commitment to create this majority holding company is irrevocable. The new family-owned company will benefit from preferential rights to shares still directly owned by the family.

This internal reclassification of shares will not impact the family's stake in Hermès International or the powers of the general partner. The plan will be submitted to the Autorité des Marchés Financiers for definitive approval before it is implemented.