



PRESS RELEASE

Paris, April 13<sup>th</sup>, 2012



**PPR: €500m bond issue**

PPR has issued a €500m, 3.125% fixed-rate bond maturing in April 2019.

This issue, in line with the Group's active liquidity management, enables PPR to diversify its sources of financing and to enhance its funding flexibility through refinancing of existing debt and extension of their average maturity.

The great success of this issue with investors confirms the confidence of the market in the creditworthiness of the Group. PPR's long-term debt is rated BBB with stable outlook by Standard & Poor's.

The placement is managed by BNP Paribas, HSBC, Mediobanca, Mitsubishi UFJ Securities, RBS, Santander Global Banking and Markets, UniCredit.



**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).

Find out more on Gucci, Bottega Veneta, Yves Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Stella McCartney, Boucheron, Girard-Perregaux, JeanRichard, Sergio Rossi, Puma, Volcom, Cobra, Electric, Tretorn and Fnac at [www.ppr.com](http://www.ppr.com).



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