



IKKS

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GBB, THE KINDY GROUP SUBSIDIARY, SIGNS AN IKKS LICENSING AGREEMENT WITH THE ZANNIER GROUP

Further step forward with the selective channel deployment strategy

The Kindy Group has just sealed a licensing agreement with the Zannier Group, the world leader for children's fashion, for designing, producing and distributing the children's and junior footwear range of its sportswear brand IKKS.

Children's footwear range further strengthened for the selective channel

From the autumn-winter 2014 season, the IKKS children's and junior footwear collection (2-18 year olds) will further strengthen and supplement the selection offered by the subsidiary GBB, which previously covered children from birth to the age of 12 through the GBB and Ramdam by GBB brands, as well as the Catimini license.

With this new high-end license, GBB will be able to accelerate its commercial deployment focused exclusively on the selective channel (specialized websites and retailers), in France and for export. Driven by the strength of its brands and the outstanding quality of its products, GBB is now present in China.

IKKS, a leading brand in France

Launched in 1987 in Cholet (Maine-et-Loire, France), the sportswear brand IKKS, which was initially specialized in children's fashion, is today one of the French retail clothing market leaders for children and adults. Recognized for its easy chic style, IKKS is also developing under licenses, with ranges of glasses, underwear, fragrances, leather goods and footwear. Its distribution network has 350 points of sale around the world.

IKKS is part of the portfolio of 19 brands owned by the Zannier Group, whose revenues totaled €765 million in 2012.

"This is the second licensing agreement we have signed with the Zannier Group. We are delighted to have further strengthened our partnership-based relations with the world leader for children's fashion, which has outstanding brands such as IKKS and Catimini, whose footwear license we have been developing for over 10 years. With IKKS, we are making our subsidiary GBB's dedicated range for the selective channel even more attractive, in line with our objective to reduce the Kindy Group's dependence on the hypermarket and supermarket sectors", concludes Joël Pétillon, Chairman of the Kindy Group's Management Board.

About Kindy

Founded in 1863 in France, the Kindy Group is a French leading footwear manufacturer, particularly with the Kindy brand, which was launched in 1966.

It is organized around two divisions:

- Socks, its historical business, with Kindy, Dim, Thyo, Innov'Activ, Achile and Le Coq Sportif.

- High-quality children's footwear, with the GBB and Ramdam by GBB brands, as well as the Catimini and IKKS licenses, which belong to the Zannier Group.

These products are distributed through various complementary channels in France and for export: supermarkets and hypermarkets, selective retail, e-commerce, health and beauty stores.

The Kindy Group's research and development team is recognized for the development of technical socks, with the Innov'Activ and Thyo ranges, for which numerous patents have been filed. They are made by the Group in France, while most of the other ranges are produced by subcontractors.

For the financial year ended June 30, 2012, the Kindy Group recorded €45.2 million in revenues with its children's footwear and socks divisions.

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