

# Corporate Action Notice



June 17, 2013

## **PPR SA (Pinault Printemps Redoute) - Name Change to - Kering**

**ADR CUSIP: 69353M109**

**ADR ISIN: US69353M1099**

**ADR Ticker Symbol: PPRUY**

**Ratio (DRs: Underlying Shares): 10:1**

Please be advised that PPR SA (Pinault Printemps Redoute) announced a name change to Kering.

### **The following identifier(s) have been assigned.**

Old CUSIP: 69353M109

New CUSIP: 492089107

Old DR ISIN: US69353M1099

New DR ISIN: US4920891078

The effective date for the changes will be June 24, 2013.

DR holders need not take any action. Existing DR certificates will assume the new parameters and will not be subject to a mandatory exchange.

---

To learn more about Depositary Receipts and issuer programs, please contact our marketing desks:

### ***New York***

Melissa Sobolewski/Ravi Davis

+1 212 815-2267

Adrdesk@bnymellon.com

### ***London***

Damon Rowan

Vice President

+44 207 964 6527

damon.rowan@bnymellon.com

### ***Hong Kong***

Herston Powers

Vice President

+852 2 840 9868

Herston.powers@bnymellon.com

This information and data is provided for general purposes only; it is not investment advice and should not be used for any investment decisions nor trading purposes. BNY Mellon does not warrant or guarantee the accuracy, timeliness or completeness of this announcement and shall have no liability for investment or other decisions based hereon, including market values loss on the sales or purchase of securities or other instruments or obligations. We do not undertake any obligation to update or amend this information or data. Nothing herein shall be deemed to constitute an offer to sell or a solicitation of an offer to buy securities.