

PRESS RELEASE

**2007 OFF TO A STRONG START:
PPR REVENUES UP 5.6% IN THE FIRST QUARTER**

In the first quarter of 2007, PPR posted revenues of € 4.4 billion, up 5.6% at comparable structure and exchange rates on the first quarter of 2006. Revenues outside France were up 9.3% and accounted for 57% of the Group's total sales.

François-Henri Pinault, Chairman and Chief Executive Officer of PPR, stated:

"In the first quarter, the PPR group successfully pursued its growth and its international expansion. All of the brands of Gucci Group achieved strong growth, once again underscoring the robustness and complementarity of our portfolio of brands. Fnac and Conforama started the year on very positive notes, Redcats pursues the transformation of its business model, and CFAO's efficiency enabled it to post another outstanding quarterly performance. These achievements reinforce our confidence for the rest of the year."

<i>(in € million)</i>	Q1 2007	Q1 2006	Change Actual	Change Comparable ⁽¹⁾
Fnac	1,067	1,016	+ 5.1%	+ 5.2%
Redcats Group	1,049	1,070	- 1.9%	- 5.1%
Conforama	802	756	+ 6.0%	+ 2.6%
CFAO	594	547	+ 8.5%	+ 17.6%
Gucci Group	937	846	+ 10.7%	+ 15.9%
<i>Inter-company sales and other</i>	-2	-	<i>ns</i>	<i>ns</i>
PPR	4,447	4,235	+ 5.0%	+ 5.6%

⁽¹⁾ On a comparable basis in terms of Group scope and exchange rates.

Fnac

Fnac recorded a highly satisfactory start to the year, posting a 5.2% increase in sales on a comparable basis, driven notably by strong growth outside of France (+12%). Sales of Fnac France were up 3.8%, reflecting continuing growth in sales of technical products (+11%) and confirmation of the success of its out-of-town store format, with a second store opening in Bayonne in February. Eleven new Fnac stores will open in France and elsewhere by the end of 2007.

Redcats Group

Redcats Group recorded a 1.9% decline in revenues on a reported basis and a 5.1% decline on a comparable basis in a challenging environment. La Redoute posted strong performances in and outside France, as did The Sportsman's Guide and large-size brands in the US. Regarding other brands which are in the process of being repositioned, Redcats deliberately reduced its catalog circulation and cut back on promotional activities, resulting in lower revenues. Redcats Group pursued the strong growth of its Internet activities, with on-line sales accounting for 39% of mail order sales in the first quarter of 2007.

Conforama

Conforama achieved promising first quarter sales, up 6.0% on an actual basis and 2.6% on a comparable basis. Sales in France were up 3.5%, driven in particular by household electrical goods, satisfactory results in furniture and strong growth in decorative items (+14%). The company's international activities outside Italy posted strong growth at +7%. In Italy, the decline in sales at Emmezeta stores slowed down (-7.7%), while activity at Conforama stores under the new format was up 3.6%.

CFAO

CFAO posted an outstanding first quarter, up 17.6% on a comparable basis. This growth was mainly due to excellent performance in the Automotive division (+24.5%), driven in particular by sales in North Africa (+49%) and sub-Saharan Africa (+26%).

Gucci Group

Gucci Group's activity in the first quarter of 2007 again posted a sharp rise despite an unfavorable currency impact. This excellent sales performance was reflected in a 15.9% increase in revenues on a comparable basis over the strong base of Q1 2006. These results confirm the success of Gucci Group's multi-brand strategy.

Gucci Group posted double digit growth in all regions, particularly in North America (+16%), China (+87%) and Japan (+10%).

The **Gucci brand** recorded a satisfactory 10.2% increase in sales during the quarter, on top of the strong comparison base in Q1 2006. The brand's sales benefited from strong growth in leather goods, mainly in North America and the Asia-Pacific region excluding Japan, and from the success of its ready-to-wear and footwear collections.

Bottega Veneta again recorded strong growth (+55.3%) in all product categories and geographical areas. The brand continued to expand its sales network and opened four new stores in the first quarter.

Yves Saint Laurent sales rose sharply in the first quarter of 2007, up 35.5%, mainly reflecting the excellent response to the 2007 Spring-Summer collections and sustained growth in leather goods. All geographical areas benefited from this momentum, notably Asia-Pacific excluding Japan (+49%) and North America (+47%).

YSL Beauté recorded very strong growth of 10,1% (+15% excluding licence disposals and terminations). Sales were driven by *Yves Saint Laurent*-branded products and *Stella McCartney* fragrances. Europe, the Asia-Pacific region and Japan were key contributors to this performance.

Other brands: Balenciaga, Boucheron, Sergio Rossi, Bedat & Co, Stella McCartney and Alexander McQueen – again posted strong growth at +22.4%, reflecting the Group's creative and sales momentum.

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CONFERENCE CALL

PPR will hold a conference call for analysts, investors and journalists: at 3 pm (Continental Europe); 2 pm (UK); 9 am (East Coast time, USA), on Thursday April 26, 2007.

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UK: +44 (0)20 7365 1851
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USA: +1 718 354 1152
Replay: +1 718 354 1112

Replay access code: 3758649 # (until May 10, 2007)

PODCAST of the conference call available at: www.ppr.com

PRESENTATION

The slides (PDF format) will be available before the conference call at www.ppr.com

About PPR

PPR is a global player in Retail and Luxury Goods, with approximately 78,000 employees in 75 countries. Through its Retail businesses Redcats Group, Fnac, Conforama and CFAO, and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, YSL Beauté, Balenciaga, Boucheron, Sergio Rossi, BEDAT & CO, Alexander McQueen and Stella McCartney), PPR generated sales of EUR 17.9 billion in 2006. PPR shares are listed on Euronext Paris (# 121485, PRTP.PA, PFP). For more information: www.ppr.com

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Appendix 1 : Sales in Q1 2007

<i>(in € million)</i>	Q1 2007	Q1 2006	Change Actual	Change Comparable ⁽¹⁾
Fnac	1,067.2	1,015.7	+ 5.1%	+ 5.2%
Redcats Group	1,049.2	1,070.0	- 1.9%	- 5.1%
Conforama	801.6	755.9	+ 6.0%	+ 2.6%
CFAO	593.7	547.3	+ 8.5%	+ 17.6%
Gucci Group	936.8	846.4	+ 10.7%	+ 15.9%
Gucci	530.5	508.3	+ 4.4%	+ 10.2%
Bottega Veneta	84.8	58.5	+ 45.0%	+ 55.3%
Yves Saint Laurent	55.2	42.4	+ 30.2%	+ 35.5%
YSL Beauté	152.3	141.8	+ 7.4%	+ 10.1%
Other brands	114.0	95.4	+ 19.5%	+ 22.4%
<i>Inter-company sales and other</i>	<i>-1.5</i>	<i>-0.4</i>	<i>ns</i>	<i>ns</i>
PPR - Continued activities	4,447.0	4,234.9	+ 5.0%	+ 5.6%
Discontinued activities ⁽²⁾	0.7	198.3		

⁽¹⁾ On a comparable basis in terms of Group scope and exchange rates.

⁽²⁾ Mainly France Printemps for 182 M in 2006.

Appendix 2: Sales by region

Fnac

<i>(in € million)</i>	Q1 2007	Q1 2006	Change Actual	Change Comparable ⁽¹⁾
France	775.9	754.4	+ 2.9%	+ 2.8%
Spain, Portugal, Belgium	205.9	186.1	+ 10.6%	+ 10.6%
Brazil, Switzerland, Italy	85.4	75.2	+ 13.7%	+ 16.6%
International	291.3	261.3	+ 11.5%	+ 12.3%
TOTAL	1,067.2	1,015.7	+ 5.1%	+ 5.2%

Redcats Group

<i>(in € million)</i>	Q1 2007	Q1 2006	Change Actual	Change Comparable ⁽¹⁾
France	481.5	509.8	- 5.6%	- 5.6%
United Kingdom	106.0	118.2	- 10.4%	- 12.4%
Scandinavia	89.6	90.0	- 0.4%	- 1.0%
United States	288.9	272.7	+ 5.9%	- 5.3%
Other countries	83.2	79.3	+ 4.9%	+ 5.9%
International	567.7	560.2	+ 1.3%	- 4.6%
TOTAL	1,049.2	1,070.0	- 1.9%	- 5.1%

Conforama

<i>(in € million)</i>	Q1 2007	Q1 2006	Change Actual	Change Comparable ⁽¹⁾
France	573.8	526.5	+ 9.0%	+ 3.5%
Italy	97.4	105.2	- 7.5%	- 7.5%
Switzerland	66.8	61.4	+ 8.8%	+ 12.8%
Other countries	63.6	62.8	+ 1.3%	+ 1.5%
International	227.8	229.4	- 0.7%	+ 0.3%
TOTAL	801.6	755.9	+ 6.0%	+ 2.6%

(1) On a comparable basis in terms of Group scope and exchange rates.

Appendix 3: Sales- Gucci Group

Gucci Group

Breakdown by region

<i>(in € million)</i>	Q1 2007	Q1 2006	Change Actual	Change Comparable ⁽¹⁾
Europe	408.6	347.7	+ 17.5%	+ 17.5%
North America	171.9	158.2	+ 8.7%	+ 16.1%
Japan	140.5	146.7	- 4.3%	+ 9.5%
Asia-Pacific excl. Japan	170.1	154.9	+ 9.8%	+ 16.1%
Other countries	13.3	12.7	+ 4.7%	+ 10.3%
Royalties and other	32.4	26.2	+ 23.7%	+ 26.4%
TOTAL	936.8	846.4	+ 10.7%	+ 15.9%

Gucci Brand

Breakdown by product category

<i>(in € million)</i>	Q1 2007	Q1 2006	Change Actual	Change Comparable ⁽¹⁾
Leather Goods	291.6	294.3	- 0.9%	+ 5.3%
Shoes	84.1	70.2	+ 19.8%	+ 24.4%
Ready-to-wear	74.6	62.6	+ 19.1%	+ 24.3%
Royalties and other products	80.2	81.2	- 1.3%	+ 4.4%
TOTAL	530.5	508.3	+ 4.4%	+ 10.2%

⁽¹⁾ On a comparable basis in terms of Group scope and exchange rates.