

PRESS RELEASE**SUSTAINED GROWTH IN THE FIRST QUARTER OF 2006: + 7.9%**

- **Sound performance in Retail: + 5.6%**
- **Strong growth in Luxury Goods: + 19.0%**

In the first quarter of 2006, PPR posted revenues of € 4.4 billion, up 7.9% in reported figures and 6.6% on a comparable basis over the first quarter of 2005.

François-Henri Pinault, Chairman and CEO of PPR, stated:

"The Group's performance in the first quarter of 2006 confirms the strong growth dynamics of our businesses. Higher sales in Retail reflect our international expansion and benefit from sustained household consumption in France. In Luxury Goods, once again, all our brands posted strong growth across all markets."

<i>(in € million)</i> <i>According to IFRS</i>	Q1 2006	Q1 2005	Change	
			Actual	Comparable ⁽¹⁾
Retail	3,593	3,402	+ 5.6%	+ 4.2%
Luxury Goods	847	712	+ 19.0%	+ 18.4%
<i>(Inter-company sales)</i>	-7	-6	<i>ns</i>	<i>ns</i>
PPR	4,433	4,108	+ 7.9%	+ 6.6%

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

Retail

Retail activities recorded a steady rise in sales throughout the quarter, posting growth of 4.2% on a comparable basis.

The Group also confirmed its leadership in e-commerce with growth of 31.2%.

In France, Retail again delivered an encouraging performance, with a 3.1% increase in sales, on a comparable basis.

Internationally, the Group's Retail companies recorded revenues of € 1.6 billion, up 5.6% over the first quarter of 2005, on a comparable basis.

Including concessions, **Printemps** stores sales rose by 5.2%, underpinned by ready-to-wear, accessories and luxury goods. Under IFRS, Printemps revenue growth was 1.0%.

Revenues at **Redcats** were up 0.4% (excluding the impact of discontinued catalogues). The dynamic growth in e-commerce continued, particularly in France. Redcats sales in the first quarter were driven by the success of Special Sizes in the US and the Children & Family Division (Vertbaudet).

The year got off to a good start for **Fnac**, which posted 5.5% growth in sales, thanks mainly to its international businesses (up 10.7%), particularly in Brazil, Spain, Italy and Belgium. Fnac on-line product sales were up 34.0%, driven by the excellent performance of its website fnac.com.

The action plans implemented at **Conforama** are starting to pay off. The company reported a 4.4% increase in sales, driven by home appliances and by the sharp increase in international revenues.

CFAO reported steady growth in the first quarter of 2006, with a 13.5% increase in sales.

Luxury Goods

The growth in sales by **Gucci Group** in the first quarter of 2006 remains very strong. The excellent business performance by all brands resulted in a revenue increase of 18.4% on a comparable basis over the first quarter 2005, when sales were already up significantly.

Gucci Group posted double-digit growth in all geographical areas, including Japan (up 13.6%).

With 17.7% growth, the **Gucci** brand benefited from excellent sales performance by the 2006 spring-summer ready-to-wear collection. The brand benefited from the boom in sales in the Asia-Pacific region.

Sales by **Bottega Veneta** again posted very strong growth (up 77.0%), driven both by the development of accessories and ready-to-wear and by the brand's growing profile with clients and the media.

Yves Saint Laurent posted growth of 8.0% in the first quarter, confirming the positive reception given to the collections presented by Stefano Pilati. This growth is illustrated by the 15.5% rise in sales by directly-operated stores.

YSL Beauté reported growth of 0.7% and announced a relaunch plan aimed at significantly improving its competitiveness.

The success of the collections of the **other brands** Balenciaga, Boucheron, Sergio Rossi, Bedat & Co, Stella McCartney and Alexander McQueen also illustrates the Group's strong creativity and sales performance.

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CONFERENCE CALL

PPR will hold a conference call for analysts, investors and journalists: at 3 pm (Continental Europe)/2 pm (United Kingdom); 9 am (East Coast time, USA), on Thursday April 27, 2006.

EUROPE: +33 (0)1 70 99 42 67
Live pick-up: +33 (0)1 71 23 02 48

UK: +44 (0)20 7138 0835
Live pick-up: +44(0)20 7806 1970

USA: +1 718 354 1172
Live pick-up: +1 718 354 1112

Live pick-up access code: 39 88 414 # (until 5 May 2006)

PRESENTATION

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

CONTACTS

Press:	Peggy Nahmany	+33 (0)1 45 64 65 06
	Catherine Malek	+33 (0)1 45 64 61 20
Analysts/Investors:	Alexandre de Brettes	+33 (0)1 45 64 61 49
Press site	<u>www.pprlive.com</u>	
Analysts/investors site:	<u>www.pprfinance.com</u>	

Appendix 1: Sales in Q1 2006

<i>(in € million)</i> <i>According to IFRS</i>	Q1 2006	Q1 2005	Change	
			Actual	Comparable ⁽¹⁾
Printemps	181.7	179.9	+ 1.0%	+ 1.0%
Redcats	1,070.0	1,057.2	+ 1.2%	- 1.0%
Fnac	1,020.3	962.8	+ 6.0%	+ 5.5%
Conforama	755.9	715.2	+ 5.7%	+ 4.4%
CFAO	547.3	467.6	+ 17.0%	+ 13.5%
Other activities	18.1	18.9	- 4.2%	+ 16.0%
Retail	3,593.3	3,401.6	+ 5.6%	+ 4.2%
Gucci	508.3	429.9	+ 18.2%	+ 17.7%
Bottega Veneta	58.5	32.6	+ 79.2%	+ 77.0%
Yves Saint Laurent	42.4	39.0	+ 8.5%	+ 8.0%
YSL Beauté	142.3	140.6	+ 1.2%	+ 0.7%
Other brands	95.3	69.4	+ 37.3%	+ 36.9%
Luxury Goods	846.8	711.5	+ 19.0%	+ 18.4%
<i>(Inter-company sales)</i>	<i>-7.0</i>	<i>-5.6</i>	<i>ns</i>	<i>ns</i>
PPR	4,433.1	4,107.5	+ 7.9%	+ 6.6%

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

Appendix 2: Sales by region - Retail

Redcats

<i>(in € million)</i> <i>According to IFRS</i>	Q1 2006	Q1 2005	Change	
			Actual	Comparable ⁽¹⁾
France	509.8	512.1	- 0.4%	- 0.4%
United Kingdom	118.2	130.2	- 9.2%	- 10.2%
Scandinavia	90.0	90.6	- 0.7%	+ 0.4%
United States	272.7	251.3	+ 8.5%	- 0.5%
Other countries	79.3	73.0	+ 8.6%	+ 8.8%
International	560.2	545.1	+ 2.8%	- 1.4%
TOTAL	1,070.0	1,057.2	+ 1.2%	- 1.0%
<i>Total excl. Movitex Germany, The Store and Sears</i>	<i>1,069.2</i>	<i>1,042.8</i>	<i>+ 2.5%</i>	<i>+ 0.4%</i>

Fnac

<i>(in € million)</i> <i>According to IFRS</i>	Q1 2006	Q1 2005	Change	
			Actual	Comparable ⁽¹⁾
France	759.0	731.6	+ 3.7%	+ 3.7%
Spain, Portugal, Belgium	186.1	167.3	+ 11.2%	+ 11.2%
Brazil, Switzerland, Italy	75.2	63.9	+ 17.7%	+ 9.5%
International	261.3	231.2	+ 13.0%	+ 10.7%
TOTAL	1,020.3	962.8	+ 6.0%	+ 5.5%

Conforama

<i>(in € million)</i> <i>According to IFRS</i>	Q1 2006	Q1 2005	Change	
			Actual	Comparable ⁽¹⁾
France	526.5	493.0	+ 6.8%	+ 5.0%
Italy	105.2	109.8	- 4.2%	- 4.2%
Switzerland	61.4	56.9	+ 7.9%	+ 8.6%
Other countries	62.8	55.5	+ 13.2%	+ 12.1%
International	229.4	222.2	+ 3.2%	+ 3.2%
TOTAL	755.9	715.2	+ 5.7%	+ 4.4%

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

Appendix 3: Sales - Luxury Goods

Gucci Group

Breakdown by region

<i>(in € million)</i> <i>According to IFRS</i>	Q1 2006	Q1 2005	Change	
			Actual	Comparable ⁽¹⁾
Europe	348.2	298.5	+ 16.7%	+ 16.5%
North America	158.2	130.6	+ 21.1%	+ 18.9%
Japan	146.7	132.5	+ 10.8%	+ 13.6%
Asia-Pacific excl. Japan	154.9	115.1	+ 34.5%	+ 30.0%
Other countries	12.7	12.1	+ 5.3%	+ 4.7%
Royalties and other	26.1	22.7	+ 15.0%	+ 14.6%
TOTAL	846.8	711.5	+ 19.0%	+ 18.4%

Gucci brand

Breakdown by product category

<i>(in € million)</i> <i>According to IFRS</i>	Q1 2006	Q1 2005	Change	
			Actual	Comparable ⁽¹⁾
Leather Goods	294.3	245.0	+ 20.2%	+ 19.5%
Shoes	70.2	57.9	+ 21.2%	+ 20.1%
Women's ready-to-wear	37.9	30.4	+ 24.3%	+ 23.8%
Men's ready-to-wear	24.7	22.0	+ 12.5%	+ 12.3%
Other products	69.0	63.6	+ 8.3%	+ 8.3%
Royalties	12.2	11.0	+ 11.3%	+ 10.8%
TOTAL	508.3	429.9	+ 18.2%	+ 17.7%

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