



PRESS RELEASE

YOOX S.p.A.:

Memorandum of Understanding with PPR SA signed

Zola Predosa (BO), 25 May 2012 - With reference to the press release issued on 17 May 2012, YOOX S.p.A. (MTA, STAR: YOOX) today announces the signing of a **non-binding memorandum of understanding** ("MoU") with PPR SA with the aim of defining guidelines for the joint management of the e-commerce operations of some of PPR's luxury brands. At present, the MoU includes the **Bottega Veneta, Yves Saint Laurent, Alexander McQueen, Balenciaga, Stella McCartney** and **Sergio Rossi** brands. The parties intend to continue negotiations with the aim of closing a definitive agreement in the coming months.

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YOOX Group

YOOX Group is the global Internet retailing partner for leading fashion & design brands. It has established itself amongst the market leaders with multi-brand stores yoox.com, thecorner.com, the new online destination shoescribe.com as well as with numerous mono-brand Online Stores, such as zegna.com, armani.com and diesel.com, all “Powered by YOOX Group”. The Group has offices and operations in Europe, the United States, Japan, China and Hong Kong and delivers to more than 100 countries worldwide.

yoox.com, established in 2000, is the leading virtual store for multi-brand fashion and design in the world. Thanks to long-standing direct relationships with designers, manufacturers and official retailers worldwide, yoox.com offers a never-ending selection of products that are hard-to-find elsewhere, including: an edited range of end-of-season clothing and accessories from the world’s most prestigious designers, exclusive capsule collections, eco-friendly fashion, a unique assortment of home design objects, rare vintage finds and art books.

Launched in 2008, thecorner.com is the online boutique showcasing a selection of cutting-edge fashion and accessories for men and women through dedicated mini-stores. The basis of this trailblazing retail concept is the “corner” - a mini-store and creative platform for designers to feature their latest collections alongside multimedia content - where visitors fully experience the designers’ world and inspirations.

shoescribe.com, launched in 2012, is the online destination for women dedicated entirely to shoes and everything that surrounds them: a wide-ranging and carefully edited assortment including everything from top designer names to researched brands complemented by unique and interesting editorial content and exclusive shoe-related services.

Since 2006, YOOX Group designs and manages mono-brand Online Stores for fashion brands looking to offer their latest collections on the Internet. Thanks to years of experience and online shopping expertise, YOOX Group offers its brand-partners a complete solution including a customized technological platform, innovative interface design, global logistics, excellent customer care and international web marketing.