



KeringForYou

PLAN D'ACTIONNARIAT SALARIÉ



20 QUESTIONS TO UNDERSTAND

1 What is KeringForYou?

KeringForYou is the Kering Group's first employee shareholding fund. It makes it possible for over 30,000 of the Group's employees in France and abroad to become Kering shareholders under exclusive advantageous conditions.

2 Why KeringForYou?

We want to recognise you - the people who make us successful. That's where KeringForYou comes in. The launch of KeringForYou is an important, tangible way of us recognising your commitment, which is vital for our collective performance in the long term.

3 What are the benefits of KeringForYou?

KeringForYou offers several benefits, exclusive to employees:

- **20% discount:** you benefit from a 20% reduction on the reference¹ share price
- **Kering's contribution:** your personal contribution is matched by Kering in increments under the following terms and conditions:

If you invest...	...Kering matches
0.5 share*	0.5 share
1 share	1 share
2 shares	2 shares
More than two shares	2 shares

* Or the equivalent in Employee Shareholding Fund units.

You can invest in more than 2 shares and you will still benefit from the discounted price on your whole investment, but Kering's contribution will be capped at 2 shares.

¹ Reference price: average of the 20 opening stock market prices of the Kering share preceding the date on which the subscription price is set.

- **Payment facilities:** you can pay for your subscription by transferring the assets you have in the monetary fund; by allocating all or part of your profit-sharing and/or incentive bonus; and/or by making a bank transfer from your bank account.
- **Account maintenance and management fees:** the annual account maintenance and management fees are paid in full by Kering.
- **Tax and social security benefits:**
 - The discounted price is not taxed or subject to social security contributions
 - The employer's contribution is not taxed and is subject only to CSG-CRDS tax (9.7% as of 1 January 2022)¹
 - Dividends received and reinvested (automatically) in the Employee Mutual Fund (FCPE) are exempt from taxation
 - Capital gains on exit are exempt from income tax and are only subject to social security contributions (17.2% as of 1 January 2022).

4 Who is eligible for KeringForYou?

You can subscribe to KeringForYou as long as you meet the following eligibility criteria:

- You have a full or part-time employment contract at one of the Group's companies in France at the end of the subscription period, i.e. 9 June 2022
- You have worked at the company on a continuous or non-continuous basis for at least 3 months between 1 January 2021 and 9 June 2022.

5 What is an FCPE?

An FCPE is an investment fund associated with your company savings plan. By investing in KeringForYou, you invest in units of the KeringForYou FCPE, which will be invested in Kering shares at the discounted subscription price.

6 What are the KeringForYou milestone dates?

- **10 May 2022:** deadline for allocating the assets you have in the monetary fund to your subscription to KeringForYou
- **17 May 2022:** setting of the subscription price, including a 20% discount on the reference price²
- **19 May to 9 June 2022:** subscription period
- **30 June 2022:** debit of your voluntary payment from your bank account
- **End July 2022:** delivery of shares to the FCPE
- **1 June 2027:** availability of the "KeringForYou FCPE" units after 5 years (except in case of early exit).

7 How can I subscribe?

You can subscribe in just a few steps on-line:

1. Log on to www.keringforyou.com
2. Click on the "Subscribe" button
3. Log in using your professional email address. Click on the "request password" button. After entering your professional email, you will receive a unique authentication link for you to connect and create your password

¹ The CSG/CRDS tax (9.7% as of 1 January 2022) will be deducted from your pay for the month of June.

² Reference price: average of the 20 opening stock market prices of the Kering share preceding the date on which the subscription price is set.

4. Create your password
5. Check and complete your personal details
6. Enter the amount you wish to invest from the various sources (profit-sharing, incentive bonus, transfer of available and/or unavailable assets and/or bank transfer). For bank transfers, fill in your bank details and upload your bank account identification document (RIB)
7. Confirm your subscription.

8 Will I receive dividends?

You benefit from all and any dividends paid by Kering. In this case, they are automatically reinvested in FCPE units in the KeringForYou fund, which increases the value of your shares.

9 What are the investment limits?

There is no minimum investment in the KeringForYou fund. However, to benefit from the Kering contribution, you must invest the equivalent of at least 0.5 shares in FCPE units.

The maximum investment is limited to 25% of your estimated gross annual pay in 2022 (for bank transfers and transfers of available savings) up to a limit of €15,000 (no matter what the means of payment).

10 If I invest, are there any risks?

Yes, there is a risk when you concentrate your investment in one company and a risk of capital loss. Because the KeringForYou FCPE is invested 100% in Kering shares, if the value of the Kering share falls, the value of your units will also fall. This will result in capital loss if the sale proceeds are less than the purchase price.

Each individual subscriber should always assess the need for diversifying investments. We would like to remind you that diversified options are available in your Company Savings Plan (PEE).

11 What other funds are available?

Other funds available to diversify your investment include the following:

Name of the vehicle	Risk scale	Composition	Recommended minimum investment period
MULTIPAR MONETAIRE SOCIALEMENT RESPONSABLE	1	Money market products: 100%	3 months
MULTIPAR GREEN BOND	3	Fixed income products: 100%	4 years
IMPACT ISR RENDEMENT SOLIDAIRE	3	Solidarity-based securities: 5% to 10% Equities: 15% to 35% - Bonds: up to 75%	5 years
MULTIPAR GLOBAL PATRIMOINE	4	Target volatility of the fund: 7.5% Strategic risk budget allocation: - Equities: 50% - Bonds: 25% - Diversification: 25%	5 years
IMPACT ISR EQUILIBRE	4	Equities: between 40% and 60% - Bonds: up to 60%	5 years
FCPE KERING DIVERSIFIE	5	Equities: 40% - KERING shares: 20% - Bonds: 40%	5 years
MULTIMANAGERS ACTIONS INTERNATIONALES - DWS	5	Equity products: 100%	5 years
IMPACT ISR DYNAMIQUE	5	Equities: between 60% and 85% Euro bonds: between 10% and 45%	5 years

SELECTION MIROVA EUROPE ENVIRONNEMENT	6	Equities: 100%	5 years
SELECTION MIROVA ACTIONS INTERNATIONALES	6	Equities: 100%	5 years

12 What payment options do I have?

You have three options to pay for your subscription:

- Transfer of assets in your company savings plan. In this case, they must first (before 10 May 2022) be transferred to your company savings plan monetary fund¹ and then be reallocated to KeringForYou during the subscription period.
- Allocation of all or part of your profit-sharing and/or incentive bonus from 19 May to 9 June 2022.
- Bank transfer made during the subscription period, i.e. from 19 May to 9 June 2022. The transfer will be debited from your bank account on 30 June 2022.

You can also combine all three payment options.

13 Can I pay my profit-sharing and incentive bonus into KeringForYou?

Yes, you can pay all or part of your profit-sharing and/or incentive bonus into the KeringForYou FCPE. This investment option will be open during the KeringForYou subscription period from 19 May to 9 June 2022.

14 Can I use the savings I have in my PEE to invest in KeringForYou?

You can transfer all or part of your available savings (after the 5-year lock-in period has ended) and/or unavailable savings (where the lock-in period still applies) in your PEE to the KeringForYou FCPE.

To transfer your savings to KeringForYou, you will first have to transfer your assets from your PEE to the Multipar Monétaire Socialement Responsable sub-fund of the BNP Paribas Phileis FCPE before 10 May 2022. Only the amounts in this sub-fund can then be invested in the KeringForYou fund during the subscription period.

N.B. Unavailable assets transferred to KeringForYou will not be matched by an employer's contribution.

Investing the assets of your PERECO (Collective Employee Pension Fund) in the KeringForYou employee shareholding fund is prohibited by French regulations.

15 When will my bank transfer be debited from my bank account?

Bank transfers will be debited from your bank account on 30 June 2022.

16 When will my investment in the KeringForYou fund become available?

The assets you invest in the KeringForYou fund are locked in for 5 years. They become available on 1 June 2027.

¹: Multipar Monetary Socially Responsible Sub-Fund of the BNP Paribas Phileis FCPE.

17 Can I unblock the funds before 5 years?

In accordance with current regulations, your assets are locked in for five years. However, there are ten situations which allow for early exit for all or part of your assets before this date:

- Marriage or PACS (civil union) of the employee
- Birth or adoption, from the third child
- Divorce, separation or dissolution of PACS with dependent children
- Creation/management buy-out of a company by the employee, one of his/her dependent children, his/her spouse or partner in a civil union
- Purchase or extension of the main residence
- Domestic violence
- Disability of the employee, his/her spouse, his/her partner in a civil union or a dependent child
- Termination of the contract of employment
- Employee debt
- Death of the employee, spouse or partner in a civil union.

In the first 5 cases, early exit must be applied for within 6 months of the event based on which early exit is possible.

Early exit carries a fee of ten euros, payable by the employee.

18 Which tax and social security regime applies to KeringForYou?

Your investment in the PEE allows the following tax and social security benefits:

- **On subscription:** the discounted price is not subject to income tax. The employer's contribution is only subject to CSG/CRDS tax (9.7% as of 1 January 2022), which will be deducted from your pay for the month of June.
- **While your assets are locked in:** they are exempt from taxation,
- **On exit (early or otherwise):** your potential earnings, including any dividends reinvested during the lock-in period, are exempt from income tax and only subject to social security deductions (17.2% as of 1 January 2022).

19 What happens if there are too many employee subscriptions?

In the event of oversubscription, applications will be reduced in the following way:

- Oversubscriptions will be reduced to a level at which the total number of shares available can actually be issued.
- Subscriptions for an amount less than or equal to a "maximum" will be issued in full and subscriptions over that amount will be limited to said "maximum".

20 What happens if I leave the Group?

If you leave the group, you can unlock all or part of your assets, as termination of employment contract is one of the cases for early exit. You can also keep your investment in the PEE if you so wish. Account maintenance fees are twenty euros¹ per year and must be paid by the former employee.

¹ The applicable tariff is available on the BNP website.