



# 18 QUESTIONS TO UNDERSTAND KeringForYou

## 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 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 reference share price
- Kering's contribution: your personal contribution is matched by Kering in increments under the following terms and conditions:

**Examples of investments with a reference price of €600 and a discounted subscription price of €480.**

If you invest...	...Kering matches
0.5 share* €240	0.5 share €240
1 share €480	1 share €480
2 shares €960	2 shares €960
More than two shares €960 and above	Matching is capped at 2 shares €960

\* 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.

Payment facilities: completing a wire transfer from your bank account.

Reference price: average of the Kering share opening price on 20 days prior to the date on which the subscription price is set.

NB: Account management fees are fully paid by Kering.

## 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 United Kingdom at the end of the subscription period, i.e. June 9, 2022
- You have worked at the company on a continuous basis for at least 6 months.

## 5 What is the impact of the exchange rate on the value of my investment?

The value of your investment will also vary according to the evolution of the exchange rate between euros and your local currency:

If the euro appreciates against your local currency, the value of your shares expressed in your local currency will increase;

If the euro depreciates against your local currency, the value of your shares expressed in your local currency will decrease.

## 6 What are the KeringForYou milestone dates?

- May 17, 2022: setting of the subscription price, including a 20% discount on the reference price\*
- May 19 to June 9, 2022: subscription period
- June 30, 2022: Wire transfer of your investment to the Kering bank account
- End July 2022: delivery of shares to the Employee Shareholding Fund
- July 2025: availability of the "KeringForYou Employee Shareholding Fund" units after 3 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](http://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
4. Create your password
5. Check and complete your personal details
6. Enter the amount you wish to invest via a wire transfer
7. Confirm your subscription.

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

## 8 Will I receive dividends?

You benefit from all and any dividends paid by Kering. In this case, they are automatically reinvested in units in the KeringForYou Employer Shareholding 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 the Employee Shareholding Fund.

The maximum investment is limited to 25% of your estimated gross annual pay in 2022 and no more than €15,000.

## 10 If I invest, are there any risks?

Yes, there is a risk of capital loss. As you only invest in Kering shares with KeringForYou, you're fully exposed to the evolution of the share market price. If the value of the Kering share decreases, the value of your shares will decrease too. This will result in a capital loss if the sale proceeds are less than the subscription price.

It is recommended that employees planning to subscribe consider whether to diversify their personal portfolio.

## 11 What payment options do I have?

You have one way to pay for your subscription:

After submitting your subscription request from May 19 to June 9, 2022 on the subscription site, BNP Paribas will confirm your final subscription amount.

Once you receive the final confirmation, you will need to make a wire transfer of your investment to the Kering bank account by June 30, 2022 at the latest.

The Kering bank account details for the wire transfer of your investment are indicated on the website [www.KeringForYou.com](http://www.KeringForYou.com) and on the document entitled Local Supplement.

## 12 With what currency do I pay my subscription?

You will pay your investment in local currency. The exchange rate used will be fixed on May 17, 2022 and communicated along with the subscription price.

Please note that your investment in local currency will be converted to euros at that exchange rate, then invested in Kering shares.

## 13 When should I make the wire transfer to the Kering bank account?

You should make a wire transfer of your investment amount to the Kering bank account by 30 June 2022 at the latest. The process to be followed will be detailed after your subscription.

## 14 When will my investment in the KeringForYou fund become available?

The assets you invest in the KeringForYou fund are locked in for 3 years. They become available on July 2025.

However, there are 4 situations which allow for early exit for all or part of your assets before this date.

The 4 scenarios to exit early are:

Disability of the employee, their spouse, their civil union partner or a dependent child.  
Termination of the employment contract.

Death of the employee, their spouse or their partner in a civil partnership.

Divorce, separation or dissolution of a civil partnership with custody of at least one child.

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

## 15 Which tax and social security regime applies to KeringForYou?

Please refer to the document entitled Local Supplement for your location, available on [www.KeringForYou.com](http://www.KeringForYou.com), which describes the tax consequences of your participation in KeringForYou.

The Local Supplement may also include information regarding local legal regulations. It is important that you read the Local Supplement for your location before subscribing to KeringForYou.

## 16 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".

## 17 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 Employee Shareholder Plan if you so wish. Account maintenance fees are twenty euros per year and must be paid by the former employee.

## 18 What is a FCPE?

FCPE stands for "Fonds Communs de Placement Entreprise", which is a type of investment fund specific to savings plans, as per French regulations. In KeringForYou, this type of vehicle is used to set up an Employee Shareholding Fund 100% invested in Kering shares. As such, by investing in KeringForYou, you invest in the Employee Shareholding Fund, that will be 100% invested in Kering shares at the subscription price fixed.