



Sèvres April 12, 2005

<b>PRESS RELEASE</b>
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**Richard BIELLE,  
is appointed Chief Executive of CFAO AUTOMOTIVE**

Richard BIELLE, a member of the CFAO Executive Committee, has been appointed Chief Executive of CFAO Automotive, a new Business Unit of CFAO. In this capacity he will oversee the performance and the development of the CFAO automobile business as a whole.

CFAO Automotive accounted for 50% of CFAO's turnover in 2004 with 34,200 new vehicles sold and 3,970 employees working in 172 locations across 28 African countries and French Overseas Departments and Territories.

CFAO Automotive is a distributor for the largest carmakers in the world including General Motors, Toyota, PSA, Renault Nissan, Renault Trucks, Ford, Fiat...

Richard Bielle joined CFAO in March 1999 as Development Manager and a member of the Executive Committee. Since 1st January 2002, he has held the position of Vice President Finance, Tax and Legal.

Richard Bielle, age 42, holds a degree from the *Ecole Supérieure de Commerce de Paris*. From 1997 to 1999 he was a Senior Manager at ING Barings. From 1989 to 1996 he held various positions in financial services management at Renault Trucks (formerly *Renault Véhicules Industriels*).

#### **About CFAO**

*A subsidiary of PPR (Pinault-Printemps-Redoute), CFAO is the leading automobile and pharmaceuticals distributor in Africa and French Overseas Departments and Territories.*

*CFAO is also an established distributor of New Information and Communications Technologies via its division CFAO Technologies.*

*With 10,310 employees and operations in 29 African countries and 6 DOM-TOM (French Overseas Departments and Territories), CFAO had sales of 1.861 billion euros in 2004.*

[www.cfaogroup.com](http://www.cfaogroup.com)

#### **About PPR**

*PPR (Pinault-Printemps-Redoute) is a global player in Retail and Luxury Goods, with approximately 82,000 employees in 65 countries. Through its Retail businesses Printemps, Conforama, Redcats, Fnac and CFAO, and the Luxury brands of Gucci Group (Gucci, Yves Saint Laurent, Bottega Veneta, YSL Beauté, Boucheron, Sergio Rossi, Bédat & Co, Alexander McQueen, Stella McCartney and Balenciaga), PPR generated sales of EUR 17.8 billion in 2004. (Including Rexel, which was divested at the end of 2004, the Group's consolidated sales for 2004 amounted to EUR 24.2 billion.) PPR shares are listed on Euronext Paris (# 121485, PRTP.PA, PPFPP).*

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