

Christian Dior

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PRESS RELEASE

Christian Dior has initiated - as LVMH has done – a process with a view to converting its legal status from that of a French public limited-liability company (*société anonyme*) to that of a European Company (*Societas Europaea*).

European Company status, which is promoted by the European authorities and has already been adopted by several major groups, will better reflect the European and international dimension of the Christian Dior group.

The conversion into a European Company has no impact on governance, the registered office or the place of stock market listing and has no consequences for shareholders.

This proposed change to the Bylaws will be submitted for the approval of the shareholders at a Shareholders' Meeting before the end of the year.