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Paris, May 4, 2016

FINANCIAL RELEASE DETACHMENT OF COUPON AND REDEMPTION OF NOTES

Notes issued as part of a EUR 300,000,000 bond issue
Maturity: May 12, 2016
Fixed rate: 4.00%
ISIN: FR0011044890

Pursuant to the terms and conditions of the bond issue mentioned above:

- Coupon 5 will be detached and paid on May 12, 2016 (pursuant to Article 3 of the Terms and Conditions of the Notes):
 - Interest amount: EUR 4,000 per EUR 100,000 denomination
- The Bonds will be redeemed on May 12, 2016 at 100% of their principal amount (pursuant to Article 4 of the Terms and Conditions of the Notes):
 - Principal amount of the Notes: EUR 100,000

The paying agent is Société Générale.

Regulatory disclosures pertaining to the information provided in this press release are available at www.dior-finance.com.