

Christian Dior

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Paris, July 29, 2013

REPURCHASE OF OWN SHARES

Regulated information

In accordance with the decision taken by the Board of Directors on December 20, 2012 under the authorization given by the Combined Shareholders' Meeting of October 26, 2012, Christian Dior today announced that it has entered into a forward purchase agreement with an authorized financial intermediary. Under the terms of this agreement, the financial intermediary has agreed to sell to the Company and the Company has agreed to purchase a maximum of 100,000 shares, upon the expiration of a period starting on July 30, 2013 and ending no later than September 6, 2013.

The purchase price to be paid by the Company for the shares shall be determined on the basis of the arithmetic mean of the daily volume-weighted average prices of Christian Dior's shares during the purchase period (excluding trading days during which a contractually defined ceiling would be exceeded), to which a discount shall be applied. The maximum purchase price set forth in the agreement is not greater than the limit authorized by the Combined Shareholders' Meeting of October 26, 2012.

This announcement constitutes regulated information and is made available on the Company's website (www.dior-finance.com).