

Paris, 29th April 2008

Today, Hermès is giving a new dimension to its policy of patronage by creating the Fondation d'entreprise Hermès. This will become the vehicle for the development of its patronage activity, to be pursued in a generous, civic spirit, in harmony with the values of the House.

As the upholder of a humanist tradition, Hermès has always been close to the worlds of culture and humanitarian action, and has been engaged in sponsorship for many years. Today, the Fondation d'entreprise Hermès is being established to initiate and to further develop and coordinate these actions.

Its activity will be organised around four main actions linked to culture and solidarity.

Hermès is defined by a fruitful alliance between respect for tradition and skills and the constant drive for innovation. Echoing its identity, its cultural initiatives will be dedicated to:

- The support of contemporary creativity in the broadest possible range of fields: design, visual art, performing arts, etc.
- The promotion and preservation of craft skills and the collection of antique objects.

The House of Hermès is also committed to a policy of social and environmental responsibility. The Fondation d'entreprise Hermès has taken as its mission the support of projects within the public interest that are in resonance with the House's responsibilities.

Its actions of solidarity will therefore be dedicated to:

- The support of organisations that work to promote access to education and training. For Hermès, craftsmanship is based on strong traditions of transmission. In this light, the Fondation d'entreprise Hermès will support bodies that enable children and young adults to construct a professional career, and thus to ensure their autonomy.
- The support of environmental research programmes. In this way Hermès will seek to contribute to the vital effort to preserve the planet.

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Faithful to the values of the House of Hermès, to its commitments and its uniqueness, the Fondation d'entreprise Hermès will produce events and support the implementation of external projects by individuals or communities.

The Fondation d'entreprise Hermès will also be a place for sharing and exchanging know-how, a bridge between Hermès collaborators and the world of culture and solidarity. Hermès the patron will act as a creator of synergies, a producer of initiatives and a builder of futures and will extend its actions beyond frontiers.

The Fondation d'entreprise Hermès has been established for an initial period of five years. It will take as its headquarters, 24 Rue du Faubourg Saint-Honoré under the jurisdiction of French law.

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