

JIMMY CHOO

RNS Number : 0591D

JAB Holdings B.V.

24 April 2017

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FOR IMMEDIATE RELEASE

24 April 2017

JAB Luxury GmbH ("JAB Luxury")

Support for strategic review announced by Jimmy Choo PLC ("Jimmy Choo")

JAB Luxury notes the announcement made by Jimmy Choo today, regarding a review of strategic options, including a possible sale of the company. JAB Luxury is supportive of this process.

There can be no certainty that a sale of all or any of JAB Luxury's shareholding in Jimmy Choo will take place, nor as to the terms on which any such transaction may take place.

JAB Luxury holds 67.66% of Jimmy Choo's issued share capital and is therefore considered to be a controlling shareholder of Jimmy Choo.

JAB Luxury does not intend to comment further until a decision on possible strategic options has been made.

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