

FOLLI FOLLIE COMMERCIAL MANUFACTURING AND TECHNICAL SOCIÉTÉ
ANONYME ANNOUNCEMENT OF ALL-STAKEHOLDER CALL ON 24 JULY 2019
REGARDING FINANCIAL RESTRUCTURING

18 July 2019

The Board of Directors (the “**Board**”) of Folli Follie Commercial Manufacturing and Technical Société Anonyme, under the distinctive title “FF Group” (hereinafter the “**Company**” or “**FF SA**”, and together with its subsidiaries, the “**Group**”) today announces that it will be holding a call for all stakeholders to provide further information on the restructuring proposal and its respective term sheet announced on 15 July 2019 (the “**Restructuring Proposal**”, and such announcement, the “**Restructuring Proposal Announcement**”).

As described in the Restructuring Proposal Announcement, the Restructuring Proposal takes into account the interests of all stakeholders and is intended to provide the Company with a sustainable capital structure and to allow the Group to deliver its strategic objectives and improve financial performance. The Restructuring Proposal is available on the Company’s website (<http://www.ffgroup.com/investors/>) and is addressed to all of the Company’s creditors/stakeholders.

A conference call will be held by the Board to provide all stakeholders, in particular the holders of the 2019 Notes and 2021 Notes and the lenders of the Schuldschein (each as defined in the Restructuring Proposal Announcement) with further detail on the Restructuring Proposal and the consent process by which stakeholders can vote to support the Restructuring Proposal:

Date: 24 July 2019
Time: 4 p.m. Eastern European Time
3 p.m. Central European Time
2 p.m. British Standard Time

To participate in the conference call, please visit our internet site at:
<http://www.ffgroup.com/investors/documentation> and follow the instructions provided.

The registration form will be available from **Friday 19 July 2019, 2 pm EET** until **Tuesday, 23 July 2019, 6 pm EET**.

Those persons who register during the above period and who are confirmed eligible to participate in the conference call as a stakeholder of the Company will receive an e-mail message containing the details for their participation in the conference call.

The conference call will be without creditor Q&A, however, specific questions can be sent directly to the following e-mail address in order for the Company to provide specific clarification to all questions received.

Contacts

Investor Relations

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IMPORTANT NOTICE.

Stakeholders should seek their own advice on the matters set out above.

If any of the assumptions used in the analysis are incorrect, this may materially impact the indicative outcomes for stakeholders.

The terms set out in this announcement are not exhaustive and do not constitute an offer or an invitation or an inducement to engage in investment activity. This announcement is not intended to be legally binding and remains subject to due diligence, tax input, legal advice, satisfactory documentation and other matters. The content of this announcement is provided for information purposes only and is not investment advice.

This announcement includes forward-looking statements within the meaning of the securities laws of certain applicable jurisdictions. These forward-looking statements include, but are not limited to, all statements other than statements of historical facts contained in this announcement, including, without limitation, those regarding our intentions, beliefs or current expectations concerning, among other things, the Group's future financial condition and performance, results of operations and liquidity, and our strategy, plans, objectives and targets. By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors because they relate to events and depend on circumstances that may or may not occur in the future. We caution you that forward-looking statements are not guarantees of future performance and that actual outcomes may differ materially from (and be more negative than) those made in, or suggested by, the forward-looking statements contained in this announcement. In addition, even if the actual outcomes are consistent with the forward-looking statements contained in this announcement, those outcomes may not be indicative of results or developments in subsequent periods. Readers should not place undue reliance on forward-looking statements. Any forward-looking statements are only made as at the date of this announcement and, except as required by law, we undertake no obligation, and do not intend, to publicly update or publicly revise any forward-looking statement, whether as a result of new information, future events or otherwise.

This announcement is not an offer of securities for sale in the United States or any other jurisdiction. The securities discussed herein have not been registered, and there is no intention to register them, under the securities laws of any jurisdictions. In particular, the securities discussed herein have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "**Securities Act**"), and may not be offered or sold within the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in compliance with any applicable state securities laws. This announcement is not a prospectus for the purposes of the EU Prospectus Directive.

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