



Press Release

Daniela Ott appointed General Secretary of Aura Blockchain Consortium

Paris, Milan, Geneva – June 15th, 2021

Aura Blockchain Consortium, which promotes the use of a single global blockchain solution platform open to all luxury brands worldwide to provide consumers with additional transparency and traceability, announces the appointment of Daniela Ott as General Secretary. She will report directly to the Consortium's Board of Directors.

Daniela Ott is a recognized leader in the luxury industry, coming to the Consortium with over 20 years of experience covering a diverse spectrum of luxury from long-established groups to more nascent brands. With her extensive involvement in building and leading interdisciplinary teams, she will advance the Consortium's mission to enhance luxury customer experience through authentication, traceability, sustainability and personalized service.

Daniela Ott, General Secretary of Aura Blockchain Consortium, commented: *"I am thrilled to join Aura Blockchain Consortium, a visionary collaboration initiated by LVMH, Prada Group and Cartier, to drive change in the luxury industry by addressing the shared challenges of communicating authenticity, responsible sourcing and sustainability in a secure digital format. I am convinced the uniquely advanced and innovative technology we offer to our customers, will further enhance their trust in the quality of our partners' products."*

Toni Belloni, Managing Director of LVMH, declared: *"Daniela's appointment is an important milestone for the Consortium. We are glad to have her onboard to promote our common objective to further raise industry standards and attract other luxury brands to our alliance."*

Lorenzo Bertelli, Prada Group Head of Marketing & Head of Corporate Social Responsibility, added: *"Daniela's extensive knowledge of the luxury industry and passion for providing the best quality of service to customers will help her lead the Consortium's efforts in strengthening our maisons' connection with our customers."*

Cyrille Vigneron, President and CEO of Cartier International and Member of Richemont's Board and Senior Executive Committee, said: *"Daniela is an exceptional leader and we are delighted to have her as General Secretary. Her nomination is a strong signal of our determination to enhance customer service thanks to our blockchain technology."*



The Consortium is open to all luxury brands, no matter the sub-sector or geography they operate in. It also offers flexibility to support companies of varying sizes and to adapt to individual needs. It is a non-profit organization aimed at enhancing customer relationships as well as brand protection. Future financial gains will be reinvested to ensure the technological capability of the platform.

For more information on Aura Blockchain Consortium, visit auraluxuryblockchain.com.

About Daniela Ott

Before joining Aura Blockchain Consortium, Daniela led Agape Strategy Consulting, a consultancy she created, advising established and innovative fashion companies on business development. She had previously led Eden Being (part of Oetker Luxury Hotel Collection) as its CEO. Daniela spent 15 years within the Kering Group in various positions and maisons. After leading strategy and merchandizing for Balenciaga and strategy for Gucci Group, Daniela held several top management positions, including as Chief Operating Officer for the Kering Luxury Division and CEO of Tomas Maier. Across these roles and groups, Daniela successfully built luxury brands across these roles and groups and worked in Paris, New York and London.

Daniela obtained a PhD in Management and Consumer Behavior. She graduated summa cum laude with a Bachelor's and Master's from the London School of Economics and received the LSE Research Award. Daniela was elected a European Young Leader in 40 under 40, as well as part of the Women's Forum 'Rising Talent'.





About LVMH

LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia, Ao Yun, Château d'Esclans and Château du Galoupet. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Celine, Loewe, Kenzo, Givenchy, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Loro Piana, RIMOWA, Patou. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Perfumes Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bvlgari, Tiffany & Co, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Groupe Les Echos, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond and Cheval Blanc hotels.

www.lvmh.com

About Prada Group

Pioneer of a dialogue with contemporary society across diverse cultural spheres and an influential leader in luxury fashion, Prada Group founds its identity on essential values such as creative independence, transformation and sustainable development, offering its brands a shared vision to interpret and express their spirit. The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe and the historic Pasticceria Marchesi, and works constantly to enhance their value by increasing their visibility and appeal. The Group designs, manufactures and distributes ready-to-wear collections, leather goods and footwear in more than 70 countries through a network of 633 stores as well as e-commerce channels, selected e-tailers and department stores around the world. The Group, which also operates in the eyewear and fragrances sector through licensing agreements, has 23 owned factories and approximately thirteen thousand employees.

www.pradagroup.com



About Cartier

A reference in the world of luxury, Cartier, whose name is synonymous with open-mindedness and curiosity, stands out with its creations and reveals beauty wherever it may be found. Jewellery, fine jewellery, watchmaking and fragrances, leather goods and accessories: Cartier's creations symbolize the convergence between exceptional craftsmanship and a timeless signature. Today, the Maison has a worldwide presence through its 265 boutiques.

www.cartier.com

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