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COACH

NEW YORK

Coach, Inc.

(incorporated in the State of Maryland, United States)

(Stock code: 6388)

COACH DECLARES QUARTERLY CASH DIVIDEND

This announcement is issued pursuant to 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Please refer to the attached for the document which has been published by Coach, Inc. (the “**Company**”) on press newswires on February 17, 2017 (U.S. Eastern Time) as well as the information presented below for more details. On February 17, 2017, the Company announced that its Board of Directors has declared a quarterly cash dividend of USD0.3375 per common share, payable on April 3, 2017 to stockholders of record as of the close of business on March 10, 2017. The holders of Depositary Receipts will be entitled to such dividend at the rate of USD0.3375 for each ten Depositary Receipts held, provided that they acquire the Depositary Receipts on March 8, 2017, as the ex-dividend date for the Depositary Receipts is March 9, 2017. **Holders of Depositary Receipts purchased on or after March 9, 2017 will not be entitled to such dividend.** JPMorgan Chase

Bank, N.A., as depositary for the Depositary Receipts (the “**HDR Depositary**”), will effect payment of such dividend to holders of Depositary Receipts entitled thereto as soon as practicable, which is currently expected to be after April 3, 2017 but no later than April 19, 2017.

Holders of Depositary Receipts should also note the following:

- (1) the latest time for lodging any transfer of Depositary Receipts with the HDR Registrar, Computershare Hong Kong Investor Services Limited in Hong Kong, in order to be eligible to receive the dividend is 4:30 p.m. on March 10, 2017 (Hong Kong time). The Depositary Receipts will be traded ex-dividend on The Stock Exchange of Hong Kong Limited as of March 9, 2017;
- (2) no application for conversion or cancellation of Depositary Receipts will be processed by the HDR Registrar, Computershare Hong Kong Investor Services Limited, during the period from March 3, 2017 (Eastern Time) (i.e. March 6, 2017 (Hong Kong time)) to March 10, 2017 (Eastern Time) (i.e. March 13, 2017 (Hong Kong time)). Accordingly, the latest time for lodging any cancellation notice or conversion notice of Depositary Receipts in order to be eligible to receive the dividend as a holder of common shares, or Depositary Receipts, as the case may be, is at the close of business on March 3, 2017 (United States Eastern Time), and for lodging any cancellation application with the HDR Registrar, Computershare Hong Kong Investor Services Limited in Hong Kong, by no later than 12:00 noon on March 3, 2017 (Hong Kong time);
- (3) the US quarterly dividend of USD0.3375 per Common Share, which after adjusting for the common share/HDR ratio (each Depositary Receipt represents an ownership interest in one tenth of one common share), and based on the United States dollar/Hong Kong dollars exchange rate of 7.7592 as of February 16, 2017, results in a Hong Kong dollar amount of the declared gross dividend of approximately HK\$0.261873 per Depositary Receipt. The final amount of the dividend in Hong Kong dollars will be determined on April 4, 2017; and
- (4) where applicable, fees, charges and/or taxes may be deducted by the HDR Depositary from the dividend payable to holders of Depositary Receipts, details of which will be announced in due course.

*President, Chief Administrative Officer
and Secretary of*
Coach, Inc.
Todd Kahn

Hong Kong, February 20, 2017



FOR IMMEDIATE RELEASE

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COACH, INC. DECLARES QUARTERLY CASH DIVIDEND

New York, February 17, 2017 – Coach, Inc. (NYSE: COH, SEHK: 6388), a leading New York design house of modern luxury accessories and lifestyle brands, today announced that its Board of Directors has declared a quarterly cash dividend of \$0.3375 per common share. The dividend is payable on April 3, 2017 to shareholders of record as of the close of business on March 10, 2017.

Coach, Inc. is a leading design house of modern luxury accessories and lifestyle brands. The Coach brand was established in New York City in 1941, and has a rich heritage of pairing exceptional leathers and materials with innovative design. Coach is sold worldwide through Coach stores, select department stores and specialty stores, and through Coach's website at www.coach.com. In 2015, Coach acquired Stuart Weitzman, a global leader in designer footwear, sold in more than 70 countries and through its website at www.stuartweitzman.com. Coach, Inc.'s common stock is traded on the New York Stock Exchange under the symbol COH and Coach's Hong Kong Depositary Receipts are traded on The Stock Exchange of Hong Kong Limited under the symbol 6388.

Neither the Hong Kong Depositary Receipts nor the Hong Kong Depositary Shares evidenced thereby have been or will be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), and may not be offered or sold in the United States or to, or for the account of, a U.S. Person (within the meaning of Regulation S under the Securities Act), absent registration or an applicable exemption from the registration requirements. Hedging transactions involving these securities may not be conducted unless in compliance with the Securities Act.

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