

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness, and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

*NEITHER THE HONG KONG DEPOSITARY RECEIPTS (“**DEPOSITARY RECEIPTS**”) NOR THE HONG KONG DEPOSITARY SHARES (“**HDSs**”) EVIDENCED THEREBY HAVE BEEN OR WILL BE REGISTERED UNDER THE U.S. SECURITIES ACT OF 1933, AS AMENDED (THE “**SECURITIES ACT**”), OR WITH ANY SECURITIES REGULATORY AUTHORITY OF ANY STATE OR OTHER JURISDICTION OF THE UNITED STATES, AND MAY NOT BE RE-OFFERED, RESOLD, PLEDGED OR OTHERWISE TRANSFERRED IN THE UNITED STATES OR TO, OR FOR THE ACCOUNT OF, A U.S. PERSON (WITHIN THE MEANING OF REGULATION S PROMULGATED UNDER THE SECURITIES ACT), UNLESS THE SECURITIES ARE REGISTERED UNDER THE SECURITIES ACT OR PURSUANT TO AN EXEMPTION FROM, OR IN A TRANSACTION NOT SUBJECT TO, THE REGISTRATION REQUIREMENTS OF THE SECURITIES ACT, AND HEDGING TRANSACTIONS INVOLVING THE DEPOSITARY RECEIPTS OR HDSs MAY NOT BE CONDUCTED UNLESS IN COMPLIANCE WITH THE SECURITIES ACT.*



COACH

NEW YORK

Coach, Inc.

(incorporated in the State of Maryland, United States)

(Stock code: 6388)

ANNOUNCEMENT

Coach, Inc. to Host FY17 Fourth Quarter and Year End Earnings Call

This announcement is issued in connection with the upcoming Coach, Inc. conference call to discuss its fourth fiscal quarter and year end results.

Please refer to the attached document, which has been published by Coach, Inc. on press newswires on August 8, 2017 (U.S. Eastern Time) for more details.

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

Hong Kong, August 8, 2017

FOR IMMEDIATE RELEASE

CONTACT:

Analysts/Media:

Andrea Shaw Resnick

Global Head of Investor Relations & Corporate Communications

212/629-2618

Christina Colone

Senior Director, Investor Relations

212/946-7252

Coach, Inc. to Host FY17 Fourth Quarter and Year End Earnings Call

New York -- On Tuesday, August 15, 2017 at 8:30 a.m. (EDT), Coach, Inc. (NYSE: COH, SEHK: 6388) will hold a conference call to discuss the company's fourth quarter and year end results, which will be reported via press release earlier that morning.

To listen to the Coach earnings call led by Andrea Shaw Resnick, please dial: 1-877-510-8087 or 1-862-298-9015 and provide the Conference ID 44861138. To listen to the audio webcast, go to www.coach.com/investors on the Internet. A telephone replay will be available for five business days beginning at 12:00 noon (EDT) on August 15th. To access the replay, please call 1-800-585-8367 or 1-404-537-3406 and enter the Conference ID above.

Coach, Inc. is a New York-based house of modern luxury lifestyle brands. The company's portfolio includes the Coach, kate spade new york, and Stuart Weitzman brands. Our company and our brands are founded upon a consumer-led view of luxury that stands for inclusivity and approachability. Each of our brands are unique and independent, while sharing a commitment to innovation and authenticity defined by distinctive products and differentiated customer experiences across channels and geographies. 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.

###