



Coach, Inc.

(incorporated in the State of Maryland, United States)
(Stock code: 6388)

FORM OF PROXY FOR THE 2017 ANNUAL MEETING OF STOCKHOLDERS

I/We (Note 1) _____ of (Note 2) _____ being the registered holder(s) of _____ Hong Kong Depository Receipts representing Common Shares of COACH, INC. (Note 3), hereby appoint the HDR Depository to vote for me/us at the 2017 Annual Meeting of Stockholders to be held at the Company's offices, 10 Hudson Yards, New York, New York, 10001 USA on Thursday, November 9, 2017, starting at 9:00 a.m. (E.S.T. USA time) / 10:00 p.m. (Hong Kong time), and at any adjournment thereof.

I/We wish the HDR Depository to vote as indicated below in respect of the resolutions to be proposed at the meeting.

RESOLUTIONS		FOR	AGAINST	ABSTAIN
The Board of Directors recommends you vote FOR each of the followings:				
1.	To elect eight Directors of Coach, Inc.;			
1a	David Denton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1b	Andrea Guerra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1c	Susan Kropf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1d	Annabelle Yu Long	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1e	Victor Luis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1f	Ivan Menezes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1g	William Nuti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1h	Jide Zeitlin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Board of Directors recommends you vote FOR proposals 2, 3 and 5 and 1 YEAR on proposal 4.		FOR	AGAINST	ABSTAIN
2.	To ratify the appointment of Deloitte & Touche LLP as the Company's independent registered public accounting firm for the fiscal year ending June 30, 2018	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	To approve, on a non-binding advisory basis, of the Company's executive compensation as disclosed in the proxy statement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1 YEAR	2 YEARS	3 YEARS
4.	To approve, on a non-binding advisory basis, the frequency of the advisory vote on the Company's executive compensation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		FOR	AGAINST	ABSTAIN
5.	To approve the Amended and Restated Coach, Inc. 2010 Stock Incentive Plan (Amended and Restated as of September 20, 2017)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Board of Directors recommends you vote AGAINST proposal 6 and 7.		FOR	AGAINST	ABSTAIN
6.	To vote on a stockholder proposal entitled "Net-Zero Greenhouse Gas Emission", if properly presented at the Annual Meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	To vote on a stockholder proposal regarding risk disclosure on the Company use of fur, if properly presented at the Annual Meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Note: To transact any other business that may properly come before the meeting or any adjournment or postponement thereof.

Signature (Note 4) _____

Dated (Note 4) _____ 2017

Notes:

- Please insert full name(s) in **BLOCK CAPITALS**.
- Please insert full address(es) in **BLOCK CAPITALS**.
- Please insert the number of Hong Kong Depository Receipts registered in your name(s) to which this proxy form relates. If no number is inserted, this proxy form will be deemed to relate to all Hong Kong Depository Receipts registered in your name(s).
- This proxy form must be signed and dated by the HDR holder or his/her attorney duly authorized in writing. If the HDR holder is a company, it should execute this proxy form under its common seal or by the signature(s) of its legal representative(s) or its directors or (a) person(s) authorized to sign on its behalf. In case of joint holders, only the person whose name stands first on the HDR register of members may vote at the 2017 Annual Meeting of Stockholders by proxy.
- To be effective, the Hong Kong Depository Receipts proxy form, together with a valid power of attorney or other valid authority, if any, under which it is signed, must be completed and deposited at the office of the Hong Kong Depository Receipts Registrar, Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, before 4:00 p.m. on Friday, November 3, 2017 (Hong Kong time).
- Any alteration made to this form of proxy must be initialed by the person(s) who sign(s) it.
- The proxy materials of 2017 Annual Meeting of Stockholders can be accessed at <https://materials.proxyvote.com/189754>.

Coach's Hong Kong Depository Receipts are traded on The Stock Exchange of Hong Kong Limited under the symbol 6388. Neither the Hong Kong Depository Receipts nor the Hong Kong Depository 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.