

# Christian Dior

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## PRESS RELEASE

### Christian Dior Group : 19% growth in the first nine months of 2010

The **Christian Dior Group** recorded revenue of €14.8 billion in the first nine months of 2010, an increase of 19% compared to the same period in 2009.

With organic revenue growth of 14%, the third quarter confirmed the trends observed since the start of the year. Momentum continued to be very strong in Asia, Europe and America.

At current exchange rates, revenue progress was as follows:

In Euro millions	First 9 months 2010	First 9 months 2009
Christian Dior Couture	594	518
LVMH (reported)	14,210	11,946
Eliminations	<16>	<18>
<b>TOTAL</b>	<b>14,788</b>	<b>12,446</b>

**LVMH** recorded revenue of €14,210 million in the first nine months of the year, an increase of 19% at current exchange rates (+14% with a comparable structure and constant exchange rates) compared to the same period in 2009. Louis Vuitton once again achieved double-digit organic revenue growth. By business group, revenue progress was as follows:

Variation 2010/2009 - First 9 months		
	Reported	Organic (*)
Wines & Spirits	+ 22%	+ 17%
Fashion & Leather Goods	+ 20%	+ 14%
Perfumes & Cosmetics	+ 14%	+ 10%
Watches & Jewelry	+ 29%	+ 22%
Selective Retailing	+ 17%	+ 14%
LVMH total	+ 19%	+ 14%

(\*) With a comparable structure and constant exchange rates.

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At the end of September 2010, **Christian Dior Couture** revenue stood at €594 million, an increase of 15% at current exchange rates (+11% at constant exchange rates) compared to the same period in 2009. In the third quarter, Christian Dior Couture retail activities continued, in all regions, its sustained growth momentum, leading to an increase of 28% at current exchange rates compared to the third quarter of 2009.

The excellent performance of **Christian Dior Group** in the first nine months of the year has confirmed its confidence for 2010. The Group will continue its proactive strategy focused on innovation and targeted geographical expansion in the most promising markets. Christian Dior Group will rely on the power of its brands and the talent of its teams to strengthen once again in 2010 its global leadership position in luxury products.

APPENDIX - Revenue by business group and by quarter.

Regulated information related to this press release is available on the website [www.dior-finance.com](http://www.dior-finance.com)

*“Certain information included in this press release is forward looking and is subject to important risks and uncertainties and factors beyond our control or ability to predict, that could cause actual results to differ materially from those anticipated, projected or implied. It only reflects our views as of the date of this presentation. No undue reliance should therefore be based on any such information, it being also agreed that we undertake no commitment to amend or update it after the date hereof.”*

## APPENDIX

### Christian Dior - Revenue by business group and by quarter (\*)

#### First 9 months 2010

<i>In EUR millions</i>	Christian Dior Couture	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other activities & eliminations	<b>Total</b>
First quarter	180	635	1,729	736	204	1,181	(17)	<b>4,648</b>
Second quarter	193	667	1,787	705	239	1,238	(16)	<b>4,813</b>
Third quarter	221	846	1,948	805	244	1,294	(31)	<b>5,327</b>
<b>Total revenue</b>	<b>594</b>	<b>2,148</b>	<b>5,464</b>	<b>2,246</b>	<b>687</b>	<b>3,713</b>	(64)	<b>14,788</b>

#### First 9 months 2009

<i>In EUR millions</i>	Christian Dior Couture	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other activities & eliminations	<b>Total</b>
First quarter	169	540	1,598	663	154	1,085	(27)	<b>4,182</b>
Second quarter	171	539	1,390	622	192	1,042	(1)	<b>3,955</b>
Third quarter	178	682	1,549	686	187	1,040	(13)	<b>4,309</b>
<b>Total revenue</b>	<b>518</b>	<b>1,761</b>	<b>4,537</b>	<b>1,971</b>	<b>533</b>	<b>3,167</b>	(41)	<b>12,446</b>

(\*) Amounts rounded to the nearest digit.