

**LVMH: 19% GROWTH IN THE FIRST NINE MONTHS OF 2010**

Paris, 14th October 2010

LVMH Moët Hennessy Louis Vuitton, the world's leading luxury group, achieved revenue of €14.2 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. Louis Vuitton once again achieved double-digit organic revenue growth.

By business group, revenue progress was as follows:

| <i>In million euros</i>              | <b>First<br/>9 months<br/>2010</b> | <b>First<br/>9 months<br/>2009</b> | <b>Variation 2010 / 2009<br/>First 9 months</b> |                 |
|--------------------------------------|------------------------------------|------------------------------------|---|-----------------|
|                                      |                                    |                                    | <b>Reported</b>                                 | <b>Organic*</b> |
| Wines & Spirits                      | 2 148                              | 1 761                              | + 22%   | + 17%           |
| Fashion & Leather Goods              | 5 464                              | 4 537                              | + 20%   | + 14%           |
| Perfumes & Cosmetics                 | 2 246                              | 1 971                              | + 14%   | + 10%           |
| Watches & Jewelry                    | 687                                | 533                                | + 29%   | + 22%           |
| Selective Retailing                  | 3 713                              | 3 167                              | + 17%   | + 14%           |
| Other Activities and<br>Eliminations | (48)                               | (23)                               | ns  | ns              |
| <b>Total</b>                         | <b>14 210</b>                      | <b>11 946</b>                      | <b>+ 19%</b>                                    | <b>+ 14%</b>    |

\* with a comparable structure and constant exchange rates

The **Wines & Spirits** business group enjoyed a robust rebound in activity during the first nine months of 2010. As distributors' stocks returned to optimum levels, the performance of the champagne business in the third quarter reflected the good return of consumer demand. Hennessy cognac continued to perform well and saw, in particular, an acceleration of its growth rate in Asia in the third quarter.

The **Fashion & Leather Goods** business group achieved a 20% revenue increase during the first nine months of the year. With double-digit organic revenue growth in the period, Louis Vuitton confirmed its exceptional, global brand appeal. The leather goods lines *Monogram* and *Damier* achieved strong growth. A new line will be launched in the fourth quarter. Since the beginning of the year, strong momentum has returned to Fendi and Donna Karan. The other fashion brands achieved good growth during the third quarter.

In **Perfumes & Cosmetics**, revenue grew 14% in the first nine months of 2010. Christian Dior benefited from the worldwide success of its perfumes. The successful roll-out of its lipstick also contributed to the remarkable performance of the brand. The launches of *Abeille Royale*, Guerlain's new skincare range, and of the feminine version of Givenchy's *Play*, are some of the numerous initiatives that took place in the third quarter. Benefit continued to expand its distribution network into Asia and Europe.

The **Watches & Jewelry** business group recorded revenue growth of 29% in the first nine months of 2010. TAG Heuer continued its successful worldwide expansion and benefited from the new models launched for its 150th anniversary celebration. Hublot gained market share due to the excellent performance of its *Big Bang* and *King Power* lines. Zenith's new collections were very favourably received. The jewelry brands Chaumet, Fred and De Beers also enjoyed strong growth.

The **Selective Retailing** business group achieved revenue growth of 17% in the first nine months of 2010. DFS further benefited from the significant increase in Asian travellers. Sephora recorded comparable store revenue growth in all its regions. The progress in online sales continued. The rhythm of expansion of its store network continued.

## **Outlook**

The excellent performance of LVMH 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. LVMH will rely on the power of its brands and the talent of its teams to strengthen once again its global leadership position in luxury products.

*Regulated information related to this press release is available on our internet site [www.lvmh.com](http://www.lvmh.com).*

## About LVMH

LVMH Moët Hennessy Louis Vuitton is the world's leading luxury goods group. The Group is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Château d'Yquem, Hennessy, Glenmorangie, Ardbeg, Belvedere Vodka, Chopin, 10 Cane, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Green Point, Cape Mentelle, Newton.

Its Fashion and Leather Goods division includes Louis Vuitton, the world's leading luxury brand, as well as Celine, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Donna Karan, Marc Jacobs, Berluti and StefanoBi. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Parfums Kenzo, Parfums Loewe as well as other promising cosmetic companies (BeneFit Cosmetics, Make Up For Ever, Acqua di Parma and Fresh). LVMH is also active in selective retailing through DFS, Sephora in Europe and the United States, Le Bon Marché, la Samaritaine and Sack's. LVMH's Watches and Jewelry division comprises TAG Heuer, Chaumet, Christian Dior Watches, Zenith, Fred, Hublot and De Beers Diamond Jewellers Limited, a joint venture created with the world's leading diamond group.

*"Certain information included in this 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."*

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## APPENDIX

### LVMH – Revenue by business group and by quarter

#### First nine months 2010

| <i>(Euro millions)</i> | Wines & Spirits | Fashion & Leather Goods | Perfumes & Cosmetics | Watches & Jewelry | Selective Retailing | Other Activities & Eliminations | <b>Total</b>  |
|------------------------|-----------------|-------------------------|----------------------|-------------------|---------------------|---------------------------------|---------------|
| First quarter          | 635             | 1 729                   | 736                  | 204               | 1 181               | (13)                            | <b>4 472</b>  |
| Second quarter         | 667             | 1 787                   | 705                  | 239               | 1 238               | (9)                             | <b>4 627</b>  |
| Third quarter          | 846             | 1 948                   | 805                  | 244               | 1 294               | (26)                            | <b>5 111</b>  |
| <b>Total sales</b>     | <b>2 148</b>    | <b>5 464</b>            | <b>2 246</b>         | <b>687</b>        | <b>3 713</b>        | <b>(48)</b>                     | <b>14 210</b> |

#### First nine months 2009

| <i>(Euro millions)</i> | Wines & Spirits | Fashion & Leather Goods | Perfumes & Cosmetics | Watches & Jewelry | Selective Retailing | Other Activities & Eliminations | <b>Total</b>  |
|------------------------|-----------------|-------------------------|----------------------|-------------------|---------------------|---------------------------------|---------------|
| First quarter          | 540             | 1 598                   | 663                  | 154               | 1 085               | (22)                            | <b>4 018</b>  |
| Second quarter         | 539             | 1 390                   | 622                  | 192               | 1 042               | 8                               | <b>3 793</b>  |
| Third quarter          | 682             | 1 549                   | 686                  | 187               | 1 040               | (9)                             | <b>4 135</b>  |
| <b>Total sales</b>     | <b>1 761</b>    | <b>4 537</b>            | <b>1 971</b>         | <b>533</b>        | <b>3 167</b>        | <b>(23)</b>                     | <b>11 946</b> |