

Paris, le 23 octobre 2010

LVMH becomes a shareholder of HERMES INTERNATIONAL

LVMH Moët Hennessy Louis Vuitton, the world's leading luxury products group, announces that it holds 15 016 000 shares of Hermès International, representing 14.2% of the share capital of the company.

The objective of LVMH is to be a long-term shareholder of Hermès and to contribute to the preservation of the family and French attributes which are at the heart of the global success of this iconic brand.

LVMH fully supports the strategy implemented by the founding family and the management team, who have made the brand one of the jewels of the luxury industry.

LVMH has no intention of launching a tender offer, taking control of Hermès nor seeking Board representation.

LVMH holds derivative instruments over 3 001 246 Hermès International shares and intends to request their conversion.

LVMH would then hold a total of 18 017 246 Hermès International shares, or 17.1% of its capital. The total cost of this shareholding would, in this case, be €1.45 billion.

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.

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