

# LVMH

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## MOËT HENNESSY • LOUIS VUITTON

### LVMH FIRST QUARTER ORGANIC REVENUE INCREASED BY 7%

Paris, 15 April 2013

LVMH Moët Hennessy Louis Vuitton, the world's leading high quality products group, recorded a 6% increase in first quarter 2013 revenue to 6.9 billion Euros. Organic\* revenue growth was 7% compared to the same period in 2012, which saw a sharp rise.

The Group continued at the start of the year to perform in line with the trends of the second half of 2012 with strong growth in Asia and the United States, while Europe demonstrates good resistance despite a challenging economic environment.

Revenue by business group:

In million euros	Q1 2013	Q1 2012	% Change	
			Q1 2013 / Q1 2012	
			Reported	Organic*
Wines & Spirits	979	926	+6%	+7%
Fashion & Leather Goods	2 383	2 374	+0.4%	+3%
Perfumes & Cosmetics	932	899	+4%	+5%
Watches & Jewelry	624	630	-1%	+2%
Selective Retailing	2 122	1 823	+16%	+17%
Other activities and eliminations	(93)	(70)	-	-
<b>Total</b>	<b>6 947</b>	<b>6 582</b>	<b>+6%</b>	<b>+7%</b>

\*with comparable structure and constant exchange rates

The **Wines & Spirits** business group recorded organic revenue growth of 7% in the first quarter of 2013. Champagne was notably robust in Asia, which compensated for softer demand in Europe. Hennessy cognac continued its excellent momentum, with a solid performance in the United States and rapid growth in China. Other spirits, including Glenmorangie and Belvedere, experienced a good start to the year.

The **Fashion & Leather Goods** business group recorded organic revenue growth of 3% in the first quarter of 2013. With a strategy founded on the innovation and quality of its products and their distribution, Louis Vuitton continued its progress. Louis Vuitton relies on its incomparable know-how to further strengthen its product lines in order to offer its clients the highest quality and best service. Fendi benefited from continued developments in fur and leather and pursues its program of enlarging its store network. Céline made excellent progress in its own stores. The other brands continued to develop well.

In **Perfumes & Cosmetics**, organic revenue growth was 5% in the first quarter of 2013. Christian Dior recorded further solid growth thanks to the vitality of its perfumes and, in particular, the continued strength of *J'adore*, *Miss Dior* and *Dior Homme*. The new lipstick *Dior Addict* and the premium skincare *Prestige* also contributed to the brand's growth. Guerlain continued to benefit from the strong momentum of *La Petite Robe Noire* and the success of its high-end skincare *Orchidée Impériale*. Givenchy rolled out its fragrance *Gentlemen Only*, with Simon Baker as its muse. Benefit and Fresh continued to strengthen their positions thanks to their strongly innovative products.

The **Watches and Jewellery** business group recorded organic revenue growth of 2% in first quarter 2013, on top of a strong performance in the same period in 2012. This performance was achieved in a context of prudent buying by multi-brand retailers. TAG Heuer's first quarter was marked by the 50th anniversary of its *Carrera* line and the new partnership with McLaren which was announced at the Geneva Motor Show. Hublot and Zenith also had a good start to the year. In jewelry, Bulgari confirmed the success of its *Serpenti* line and recorded strong revenue growth in its own stores.

In **Selective Retailing**, organic revenue growth stood at 17% in the first quarter of 2013. DFS recorded an excellent performance driven by the continued growth in Asian tourism despite a decline in expenditure from Japanese tourists resulting from the weaker Yen. Sephora gained market share in all its regions and continued to expand its global store network with, in particular, the opening in Shanghai of its largest store in China. Online sales also experienced rapid growth during the period.

In an economic environment which remains uncertain in Europe, LVMH will continue to focus its efforts on developing its brands, will maintain a strict control over costs and will target its investments on the quality, the excellence and the innovation of its products and their distribution. The Group will rely on the talent and the motivation of its teams, the diversification of its businesses and the good geographical balance of its revenues to increase, once again in 2013, its leadership of the global high quality goods market.

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

## **About LVMH**

*LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Château d'Yquem, Hennessy, Glenmorangie, Ardbeg, Numanthia, Vodka Belvedere, 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, Céline, 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 as well as in other activities through DFS, Sephora, Le Bon Marché, la Samaritaine and Royal Van Lent. LVMH's Watches and Jewelry division comprises Bulgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred, Hublot and De Beers Jewellery, 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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