

## LVMH Q1 2007 Revenue

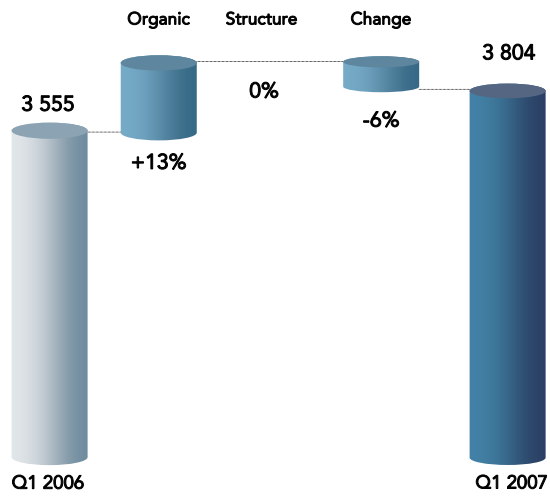
25 April 2007

### Q1 2007 revenue highlights

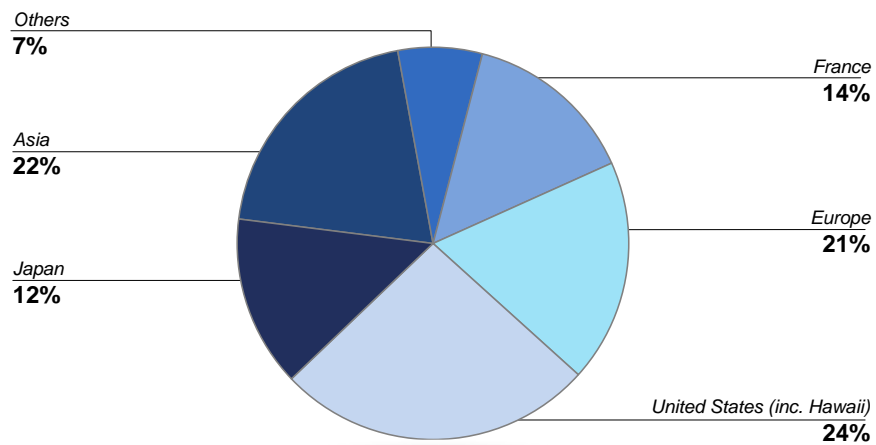
- Double-digit organic revenue growth in each business group
- Europe, US and Asia all performed very well
- Exceptional performance of Wines and Spirits in Q1
- Momentum continues at Louis Vuitton with strong progress in Europe, US and Asia
- Watches and Jewelry continued its excellent performance
- Continued strong growth at Perfumes and Cosmetics and Sephora

### Q1 2007 revenue

- In millions of Euros



### Q1 2007 revenue by region - In Euros

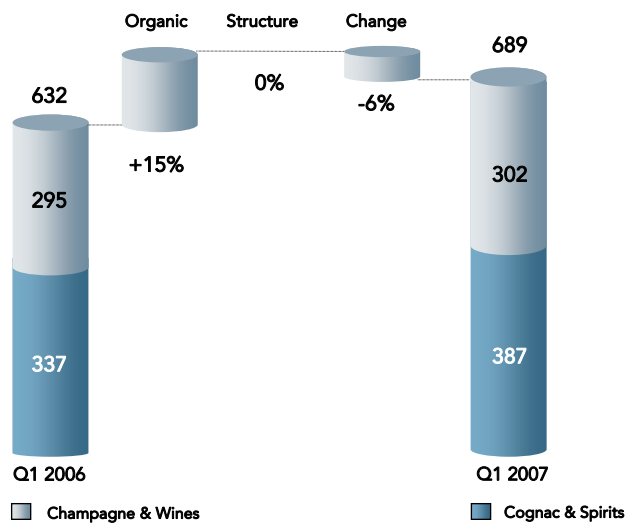


## Q1 2007 revenue by region Evolution by business group

	% Change			
	US*	Japan	Asia	Europe
	\$	Yen	Euros	Euros
Wines & Spirits	-1%	-7%	+30%	+23%
Fashion & Leather Goods	+14%	-3%	+15%	+11%
Perfumes & Cosmetics	+4%	-3%	+8%	+20%
Watches & Jewelry	+32%	+12%	+10%	+34%
Selective retailing	+20%	+3%	+2%	+11%
<b>Total</b>	<b>+12%</b>	<b>-2%</b>	<b>+14%</b>	<b>+16%</b>

\* exc. Hawaii

## Wines & Spirits Q1 2007 revenue - In millions of Euros

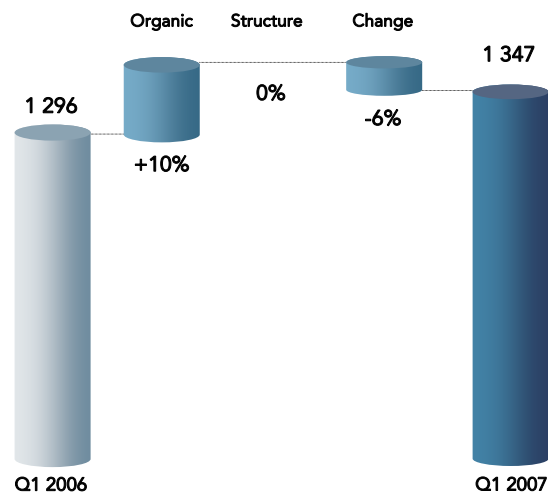


## Wines & Spirits Q1 2007 highlights

- Champagne and Wines
  - Champagne volumes up 8 %
  - Price increases implemented in March
  - Excellent start for Moët & Chandon in Europe
  - Good performance of Veuve Clicquot in Japan
  - Strong volume growth for Estates & Wines
- Cognac
  - Hennessy volumes up 18 %
  - Price increases implemented in March/April
  - Good momentum in the US
  - Excellent performance in Russia and China
  - XO and VSOP continued to be best performers
- Good start to the year for Glenmorangie, particularly in Continental Europe

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## Fashion & Leather Goods Q1 2007 revenue - In millions of Euros



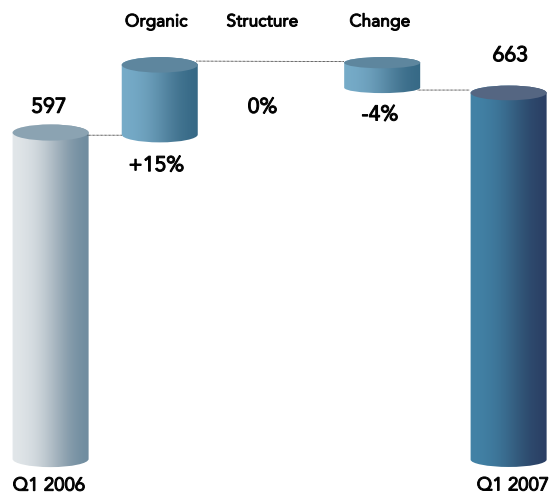
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## Fashion & Leather Goods Q1 2007 highlights

- Louis Vuitton : strong momentum continued
  - Particularly rapid development in Europe, US and Asia
  - Outstanding contribution of *Damier Azur* line
  - Success of new leather products: *Monogram Riveting*, *Dentelle*, and *Monogram Vernis Pomme d'Amour*
  - Louis Vuitton Cup 2007 collection recently introduced into stores
- Double-digit revenue growth at Fendi
  - Excellent performance in Europe, US and Asia
  - Remarkable success of new *B-Mix* handbag line
  - Continued good progress of RTW and shoes
  - Improvement of store network continues
- Good momentum at other brands, notably Marc Jacobs

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## Perfumes & Cosmetics Q1 2007 revenue - In millions of Euros



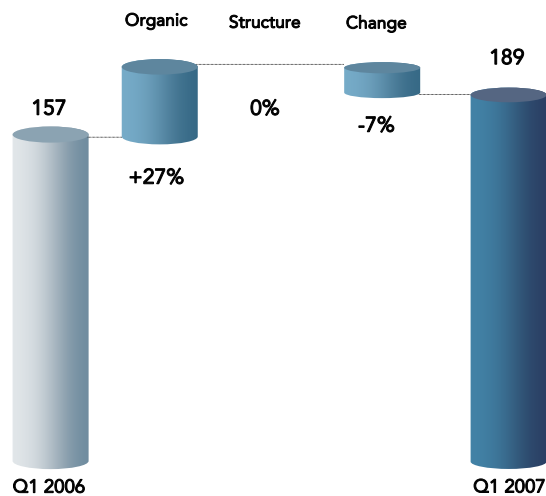
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## Perfumes & Cosmetics Q1 2007 highlights

- Parfums Christian Dior strong growth continued
  - Strong momentum in Europe
  - Good performance of perfumes driven by *J'Adore*, *Miss Dior Chérie* and *Fahrenheit 32*
  - Continued robust progress of *Rouge Dior* lipstick in makeup and *Capture Totale* in skincare
- Good momentum for Guerlain
  - Sustained growth in Europe and in the US
  - Successful development of new *Insolence* fragrance
  - *Terracotta* makeup line performing well
  - Good performance of skincare products *Orchidée Impériale* and *SuperAqua*
- Success of Parfums Givenchy's *Ange ou Démon* perfume, particularly in France and Russia
- Strong double-digit revenue growth at BeneFit, Parfums Kenzo, Make Up For Ever

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## Watches & Jewelry Q1 2007 revenue - In millions of Euros



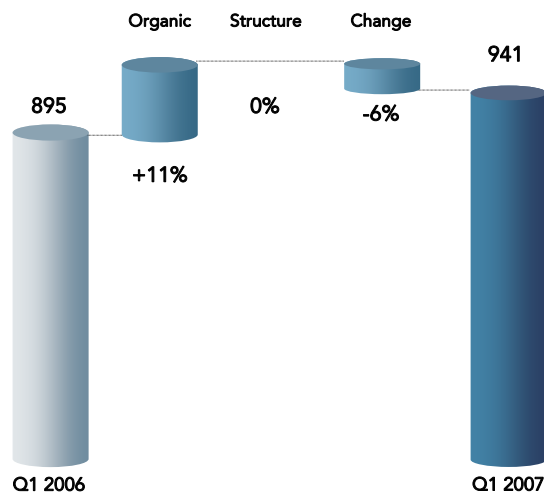
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## Watches & Jewelry Q1 2007 highlights

- Continued strong double-digit revenue growth at TAG Heuer, Zenith and Montres Dior
  - Excellent performance in all regions
  - Strong orders at the Basel Watch Fair
- New Caliber S at TAG Heuer and upgrading of iconic lines
- New Dior *Christal* models: rubber bracelet and jewelry versions
- Reinforced *Defy* and *Open* concepts at Zenith
- Excellent growth at Chaumet thanks to *Attrape-moi* jewelry and *Dandy* watches
- De Beers: strong first quarter with improved retail productivity and success of "Forever Bands"

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## Selective Retailing Q1 2007 revenue - In millions of Euros



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## Selective Retailing Q1 2007 highlights

- **DFS** benefiting from successful expansion of its customer base
  - Increasing number of Chinese customers
  - Continued limited spending of Japanese tourists in Hawaii, Guam and Saipan
- Growth at **Sephora** in Europe and US continued
  - Market share gains, especially in France, the US and Poland
  - New territories: Slovakia and Middle East
  - Excellent start to the year in China

## Q1 2007 revenue conclusion

- Double-digit organic revenue growth continues in line with 2006 trends
- Strong contributions from all business groups
- Focus on star brands, innovative and quality products and improving profitability

Confirm objective of significant growth  
in 2007 results