

APPENDIX

LVMH – Revenue by business group and by quarter

First half 2011

<i>(Euro millions)</i>	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other Activities & Eliminations	Total
First Quarter	762	2 029	803	261	1 421	(29)	5 247
Second Quarter	673	1 942	715	315	1 410	(10)	5 045
Total revenue	1 435	3 971	1 518	576	2 831	(39)	10 292

First half 2010

<i>(Euro millions)</i>	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other Activities & Eliminations	Total
First Quarter	635	1 729	736	204	1 181	(13)	4 472
Second Quarter	667	1 787	705	239	1 238	(9)	4 627
Total revenue	1 302	3 516	1 441	443	2 419	(22)	9 099