

## ANNEX

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

#### First 9 months 2011

<i>(Euro millions)</i>	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other activities and eliminations	<b>Total</b>
First quarter	762	2 029	803	261	1 421	(29)	<b>5 247</b>
Second quarter	673	1 942	715	315	1 410	(10)	<b>5 045</b>
Third quarter	871	2 218	793	636	1 547	(54)	<b>6 011</b>
<b>Total revenue</b>	<b>2 306</b>	<b>6 189</b>	<b>2 311</b>	<b>1 212</b>	<b>4 378</b>	<b>(93)</b>	<b>16 303</b>

#### First 9 months 2010

<i>(Euro millions)</i>	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other activities and 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 revenue</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>