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EVENT

*A visit to the Louis Vuitton store
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RISE: RESULTS IN SOCIAL ENTREPRENEURSHIP

LVMH RISE RECOGNISED AT THE 8TH EDITION OF THE DIVERSITY AWARDS IN PARIS

On September 26, the Group was recognised for its LVMH RISE (Results In Social Entrepreneurship) programme at the 8th edition of the Diversity Awards, in the "Managing High-Potential Individuals" category.

Initiated in October 2011 by the Group HR Department, LVMH RISE is an international development programme aimed at the Group's "Futurs A" managers who want to use their skills and expertise to help social entrepreneurs*.

Support is provided in several stages and lasts for between 6 and 9 months. Ten duos were formed last year. Of these, the New York-based "Seven Bar Foundation" (LVMH) fosters the social and professional integration of women, the Rome-based "Made in Carcere" (Bulgari) enables imprisoned women to create objects using recycled materials, and the Tokyo-based "MotherNET" (TAG Heuer) provides childcare solutions for working parents. Around 20 more duos will follow in 2014.

LVMH RISE is part of a global effort initiated by the Group to raise employee awareness of social responsibility issues.

"I'm extremely proud that one of our more recent initiatives was acknowledged today, because it brings attention to all our efforts to ensure the advancement of high-potential managers," said Chantal Gaemperle.

The report "Social Enterprise: A Strategy for Success" (British government, 2006) defines social entrepreneurship as follows: "A Social Enterprise is a business with primarily social objectives whose surplus is principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners."



"TOUTES À L'ÉCOLE" WITH SEPHORA!

"TOMORROW I'LL BE AN EDUCATED WOMAN" IS THE SLOGAN OF THE "TOUTES À L'ÉCOLE" ASSOCIATION, CREATED BY THE JOURNALIST TINA KIEFFER.



Founded in 2005, this initiative campaigns for the education of young girls in developing countries. The association chose Cambodia to set up its first pilot school, the goal of which is to provide high-level schooling to Cambodia's most underprivileged young girls, thereby guiding them towards a job that will bring them freedom and dignity.

The "Happy Chandara" school now caters to more than 730 girls aged 6 and over, 100 of whom are new arrivals every year. In addition to Cambodia's national education programme, the pupils study English from the first year, then French and IT. A toy library where young girls can learn and play, as well as a dental surgery and an infirmary, have been set up. The association has also provided school equipment, food and uniforms.

Sephora decided it wanted to invest in the structure as part of its commitment to supporting women's development. Since 2011, the company has sold cuddly toys at Christmas and passed on

all funds to the association. In 2013, Sephora decided to involve Zadig et Voltaire in the effort by creating an attractive bag.

To introduce the association internally and spread the word among employees, several initiatives have been set up. Marie-Christine Marchives, General Manager France, has organised an in-store competition involving sales of the Zebra cuddly toys, after which two sales advisors went on a trip to Cambodia. Sephora also presents the association's news during each quarterly meeting at the head office.

To get a better understanding of what the association actually does, the teams in charge of the partnership and the General Manager France of Sephora visited the school in Cambodia. This also gave them the chance to meet the young girls and their families.

The association wants to go one step further by opening a training centre for the new school year in 2013, providing support for girls until they go to university or get their first job.



A PROMISING "YOUNG TALENT" ...

ANAÏS GUILLE, 2013 WINNER OF THE LVMH "YOUNG TALENT" AWARD AT THE CULTURES AND DESIGN FASHION SHOW IN MONTFERMEIL, PRESENTS A MINI-COLLECTION IN BERLIN AND JOINS THE "ECOLE DE LA CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE".



On February 16, LVMH handed the "Young Talent" award to Anaïs Guille at the 2013 edition of the Cultures and Design fashion show. This award paved the way for her to participate in the GreenShowRoom at Berlin Fashion Week from 2 to 7 July 2013. During the five months between the two events, Anaïs Guille had some prep time and received creative support from Florence Rambaud, head of designer talent recruitment, who gave her the professional inside track on design. Armed with this advice and guidance, the young designer raised her standards to assert her individuality. "It was a real pleasure to support Anaïs and to see the progress in her designs over the course of our meetings," says Florence Rambaud. The fruits of this labour were three new dresses specially designed for the GreenShowRoom.

These original pieces were created with financial support from the Guerlain fund for design and diversity.

The event took place in the charming surroundings of Hotel Adlon, a prestigious Berlin hotel a stone's throw from the Brandenburg Gate. It was opened by a fashion show attended by numerous fashion journalists and professionals. Anaïs' designs received extremely positive feedback from the press and fashion professionals.

Rosine Bellanger, the person behind the Cultures and Design show, was at the opening show to support the young lady from Montfermeil, who was taken aback at the journey that led her from a podium finish in a Paris suburb to an industry event in Berlin: "It was a real 'fairy tale' day for her and for us."

The dream is now continuing for Anaïs. Her unfailing motivation, passion for materials and recognised talent led Kenzo to offer her an internship in the Materials department from 15 July to 30 September 2013. Beyond all her expectations, this initial experience at Kenzo has enabled Anaïs to begin three years

of studies at the prestigious "Ecole de la Chambre Syndicale de la Couture Parisienne", providing her with training in both model-making and dress design. She will also be spending 28 months at Kenzo as an apprentice.

Christian Sanchez, Social Development Director, provides a reminder of the goal of this scheme: "For LVMH the idea is to show that a town like Montfermeil, which is situated in an underprivileged and enclosed area, harbours talented people whom the Group can support in many different ways to bring them up to the exacting standards of a professional fashion show."



Anaïs Guille says:

"The show was a fantastic experience for me, both on a relationship level and a personal level. Everything I've taken away from it has been positive! The welcome, the organisation and the contacts during those three days I spent in Berlin were amazing."



THE BERLUTI ACADEMY OF KNOW-HOW

BERLUTI IS COMMITTED TO SUPPORTING EDUCATION AND SHOWCASING THE ARTS AND CRAFTS CULTURE THROUGH THE CREATION OF ITS INTERNAL SCHOOL, WHICH ENCOMPASSES THE PRINCIPLES OF SOLIDARITY, GENEROSITY AND RESPONSIBILITY.

The Berluti Academy of Know-How was created in March 2012 in Ferrara, Emilia-Romagna. This area is unfortunately known for its unemployment rate of 12%, a situation exacerbated by the earthquake that struck in May of the same year. It was born out of Berluti's aim to revive and showcase in the area an ancestral tradition and profession that had virtually died out: shoemaker.

Fully embracing its aim to revive a skilled crafts trade, Berluti decided to undertake a social, ethical and economic initiative in partnership with public institutions in the province. The Academy selects, trains and develops shoe and leather craftsmen, its talents of tomorrow, without stipulating any specific prerequisites. Thanks to its success, the Berluti Academy of Know-How has shown that it is possible to combine a public-interest commitment that benefits the community with the company's strategic vision.

The selection process is extremely tough: of the 1,045 applications received since its launch, 111 people have been accepted for training. The process involves three interviews that aim to ascertain a series of aptitudes and abilities essential in the luxury shoemaker profession, disregarding an applicant's qualifications, degree or prior professional experience. It focuses on the applicant's technical-manual aptitude, artistic and craftsman ability and, above all, true motivation. In other words, students are given the opportunity to undertake training without any conditions other than talent and drive.

The training, which is completely free and lasts 400 hours, is provided by ten instructors and five tutors from both inside and outside the company. It is divided into a theory section and a practical section. The theory part is dedicated to gaining a deeper understanding of certain key aspects of the profession, such as knowledge of the characteristics of leather, materials





and components, the quality and treatment of leather, the shoe production phases and the company's organisational structure. The practical section, which at 340 hours accounts for a sizeable proportion of the programme, is dedicated to training on the job and an apprenticeship. Tutors are continually present throughout this section. The students carry out assembly, finishing, cutting and trimming at the workstation, assisted by their ever-present tutor. This practical apprenticeship begins from the very start of training so that the students are immediately immersed in the craftsmanship side of the profession.

Training concludes with an exam before a panel comprised of instructors from the Academy and a certified training body. This exam consists of a test to verify the theoretical knowledge acquired and mainly focuses on a practical on-site test. Based on the results, the region of Emilia-Romagna awards successful students a certificate of accreditation of knowledge and skills. This certificate approves the skills units, which are recognised Europe-wide, and gives the Berluti Academy of Know-How an official status as a training body.

In the space of 18 months, the Berluti Academy of Know-How has trained 111 students, fostering equal opportunities and social and professional integration.



At least 73% of students who have taken the training have been directly recruited by Berluti. This is fantastic recognition for the students, a major success for the Academy and a strong sign of influence in the region.

FEEDING THE DREAMS OF CHILD VICTIMS OF THE JAPAN EARTHQUAKE

LOUIS VUITTON INVITED SIX CHILDREN FROM THE REGION HIT BY THE DISASTER

On March 28, Louis Vuitton Japan invited six young girls from Kamaishi to visit its premises and the store in Omotesando. The city of Kamaishi, located in the prefecture of Iwate, was partially destroyed by the tsunami following the huge earthquake that rocked the east coast of Japan in 2011. More than 1,000 inhabitants of Kamaishi lost their lives.

The six children invited all lost their homes in the tsunami; most are now living in temporary accommodations and some also lost their family. Today, when asked what their dreams are for the future, their answers are nothing like those that children usually give. Most say they dream of "living in a normal house" or "living with my family like before and forever". The goal of this initiative was to reawaken in these girls the ability to truly dream. They attended a short course in a training workshop, then visited each floor of the Louis Vuitton store in Omotesando. They also got to engrave their names on a real Louis Vuitton label. Before leaving Tokyo, one of the girls, who lost her mother in the disaster, said with a smile: "When I grow up I'd like to buy a Louis Vuitton bag. I'd take good care of it and if I had a girl one day, I'd give it to her."





BEAUTY IS INTERNAL AND EXTERNAL AT SEPHORA

AS PART OF THE "VALUES INSIDE OUT" PROGRAMME, SEPHORA STORES HAVE TEAMED UP WITH LOCAL NON-PROFIT ORGANISATIONS TO HELP THEM ACHIEVE THEIR GOALS



Rosie's Theatre Kids: One of Sephora's partner charities, which aims to enrich children's lives through the practice of artistic disciplines.



Coverage of the Be The Match initiative as part of the TV programme Good Morning America

On Wednesday 20 March 2013, Sephora US launched the "Values Inside Out" (VIO) programme, a visionary partnership programme that brings together Sephora stores in the US and local non-profit organisations. The team of "cast members" (the term used at Sephora for sales staff) at each store chose a local organisation that they wanted to help by raising awareness and funds, and investing their own time to enable the organisation to achieve its goal in 2013. After introducing the "Values Inside Out" initiative, Sephora launched YOU + SEPHORA, an adorable limited-edition cosmetics bag containing a glitter eyeliner, a lip gloss and a nail polish. This bag, available at all Sephora stores in the US and at the Sephora.com website, costs \$20. For every bag sold in stores, Sephora USA will donate \$13 to the charity chosen by the store, while profits from the sale of bags at Sephora.com will go to the American Heart Association. Once a year, Sephora assesses the results of the VIO programme based on the amount of funds collected by each organisation and the number of hours of voluntary work carried out by Sephora sales staff during the year. The programme has so far generated 335 million media comments, raised \$1.4 million and generated over 3,000 hours of voluntary work.

Mary Herald, Executive Vice President Human Resources and Education at Sephora, says:

"We at Sephora see the Values Inside Out programme as a way to motivate our teams in a way that's totally consistent with our values. We know that beauty is both internal and external and that our teams will be proud of what they've accomplished for their community, particularly because it's a local initiative."

SOLIDARITY



LVMH BRANDS RUN "LA PARISIENNE"

ON SEPTEMBER 15,
NEARLY 500 FEMALE EMPLOYEES
TOOK PART IN "LA PARISIENNE",
A RUN HELD TO SUPPORT THE FIGHT
AGAINST BREAST CANCER



On September 15 at the Champs de Mars greenspace, nearly 500 female employees from the Group, including around 30 from the Holding Company, took part in "La Parisienne", a 6 km race held to support the fight against breast cancer.

To train as much as possible for the big day, employees from the Holding Company met every Tuesday evening from July 9 to run along the banks of the Seine together. One week before the race, the "Parisiennes" from the Holding Company met at the premises on Avenue Montaigne for a launch lunch, during which they received a special outfit for the race. "I met new colleagues while training for the race, which is always rewarding! Running to help women dealing with breast cancer by representing the LVMH group was very important and motivating," says Kristiany Senga, HR IT analyst at the Holding Company.

On the big day, the runners met at 8 a.m. at the LVMH stand for

a high-energy breakfast, then it was off at 10 a.m.! They turned in an admirable performance and did their brands proud, with the top runner from the Holding Company coming in 95th place (out of 30,000 participants). "I'm proud to have seen so many colleagues make the effort on a Sunday morning, which gave a real community feel to this race that pays homage to the women of Paris," says Frédérique Rousseau, HR Director at the LVMH Holding Company.

The Group brands that took part in "La Parisienne" 2013 were Benefit, Givenchy, Guerlain, Les Échos, Louis Vuitton, LVMH, LVMH Fragrance Brands, Make Up For Ever, Moët Hennessy, Parfums Christian Dior, Emilio Pucci and Sephora.

LVMH

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