

First Half 2011 Results

Tuesday July 26, 2011

H1 2011 revenue by business group

| <i>In millions of euros</i> | H1 2010 | H1 2011 | Reported growth | Organic growth |
|-----------------------------|--------------|---------------|-----------------|----------------|
| Wines & Spirits | 1 302 | 1 435 | + 10% | + 13% |
| Fashion & Leather Goods | 3 516 | 3 971 | + 13% | + 14% |
| Perfumes & Cosmetics | 1 441 | 1 518 | + 5% | + 11% |
| Watches & Jewelry | 443 | 576 | + 30% | + 27% |
| Selective retailing | 2 419 | 2 831 | + 17% | + 18% |
| Others and eliminations | (22) | (39) | - | - |
| Total LVMH | 9 099 | 10 292 | + 13% | + 15% |

Quarterly revenue by business group

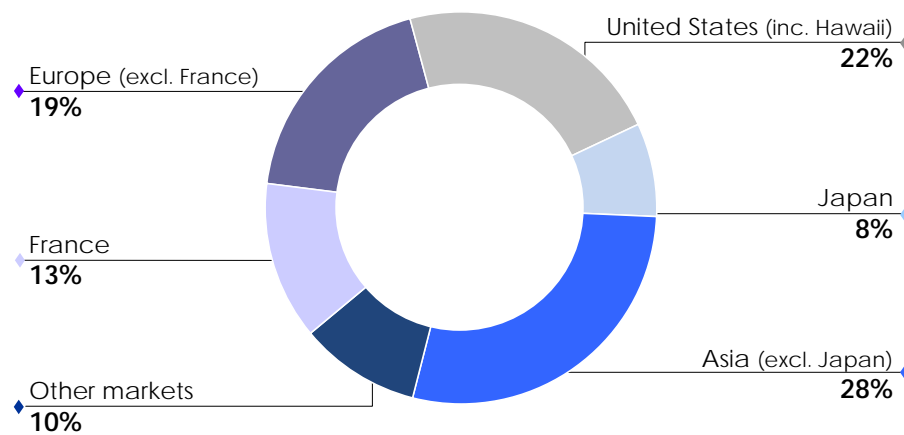
Organic revenue growth versus same period of 2010

| | Q1 2011 | Q2 2011 | H1 2011 |
|-------------------------|--------------|--------------|--------------|
| Wines & Spirits | + 17% | + 8% | + 13% |
| Fashion & Leather Goods | + 13% | + 15% | + 14% |
| Perfumes & Cosmetics | +11% | + 11% | + 11% |
| Watches & Jewelry | + 20% | + 33% | + 27% |
| Selective retailing | +17% | + 20% | + 18% |
| Total LVMH | + 14% | + 15% | + 15% |

The principles under which the effects of exchange rate fluctuations and changes in the scope of consolidation are determined are described on page 8 of 2011 Interim Financial Report.

H1 2011 revenue breakdown by region

In % of total revenue



Revenue change by region

Evolution in local currencies
versus same period of 2010

| LVMH Group | H1 2011 |
|------------|---------|
| US* | + 17% |
| Japan | - 6% |
| Asia | + 26% |
| Europe | + 8% |

* excl. Hawaii

Summarized income statement

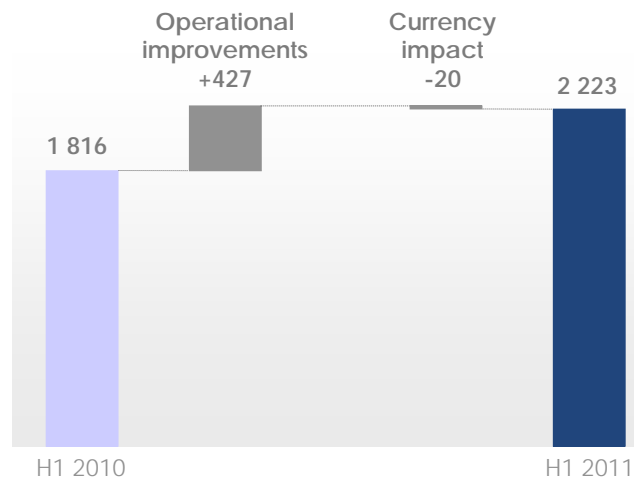
| <i>In millions of euros</i> | H1 2010 | H1 2011 | % Change |
|--------------------------------------|---------|---------|----------|
| Revenue | 9 099 | 10 292 | + 13% |
| Gross margin | 5 907 | 6 847 | + 16% |
| Selling expenses | (3 275) | (3 718) | + 14% |
| Administrative expenses | (816) | (906) | + 11% |
| Profit from recurring operations | 1 816 | 2 223 | + 22% |
| Other income and expenses | (63) | (46) | |
| Operating profit | 1 753 | 2 177 | + 24% |
| Net financial income (expense) | (150) | (95) | |
| Income taxes | (463) | (621) | |
| Equity investment income | 4 | 2 | |
| Net profit before minority interests | 1 144 | 1 463 | + 28% |
| Minority interests | (94) | (153) | |
| Group share of net profit | 1 050 | 1 310 | + 25% |

Profit from recurring operations by business group

| <i>In millions of euros</i> | H1 2010 | H1 2011 | % Change |
|-----------------------------|--------------|--------------|--------------|
| Wines & Spirits | 326 | 413 | + 27% |
| Fashion & Leather Goods | 1 179 | 1 381 | + 17% |
| Perfumes & Cosmetics | 181 | 181 | 0% |
| Watches & Jewelry | 49 | 85 | + 73% |
| Selective retailing | 176 | 287 | + 63% |
| Others and eliminations | (95) | (124) | <i>ns</i> |
| Total LVMH | 1 816 | 2 223 | + 22% |

Increase in profit from recurring operations at constant currency

In millions of euros

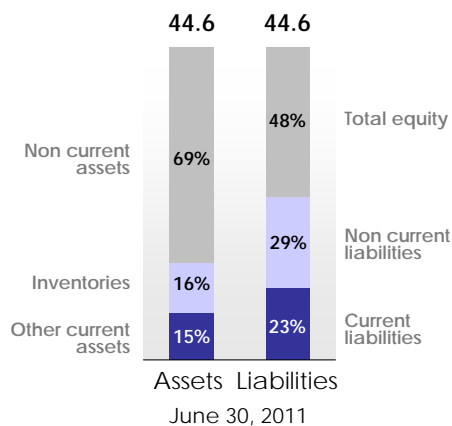


Change in net financial expense

| <i>In millions of euros</i> | H1 2010 | H1 2011 | Change (M€) |
|--|--------------|-------------|-------------|
| Cost of net financial debt | (77) | (75) | +2 |
| Ineffective portion of currency hedge | (100) | (73) | +27 |
| Income relating to investments, assets and other financial instruments | 37 | 64 | +27 |
| Other items - net | (10) | (11) | -1 |
| Net financial expense | (150) | (95) | +55 |

Solid financial structure

In billions of euros



- ◆ Full consolidation of Bulgari group as of 30 June 2011
- ◆ Progress in total equity following capital increase carried out as consideration for contributed Bulgari shares
- ◆ Increase in stock levels
 - Increased activity
 - Integration of Bulgari

Analysis of cash flow from operations

| <i>In millions of euros</i> | H1 2010 | H1 2011 | Change (M€) |
|--|--------------|------------|-------------|
| Cash from operations before changes in working capital | 2 022 | 2 536 | +514 |
| Net interest paid | (89) | (92) | -3 |
| Income taxes paid | (282) | (687) | -405 |
| Net cash from operations before changes in working capital | 1 651 | 1 757 | +106 |
| Working capital requirements | (80) | (602) | -522 |
| Operating investments | (426) | (599) | -173 |
| Free cash flow* | 1 145 | 556 | -589 |

* Before available for sale financial assets and investments, transactions relating to equity and financing activities

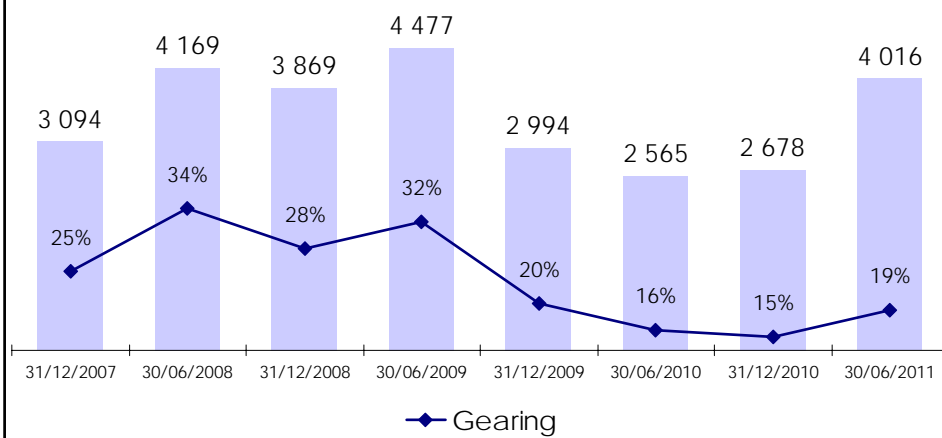
◆ Interim dividend of 0.80 euro per share

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LVM H
MOÛT HENNESSY LOUIS VUITTON

Net financial debt

In millions of euros



◆ Gearing

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LVM H
MOÛT HENNESSY LOUIS VUITTON

Business groups review

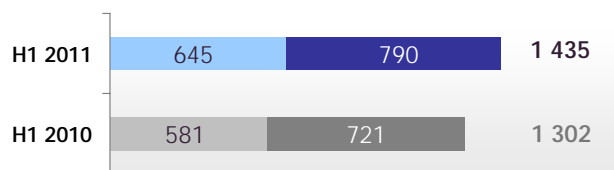
WINES & SPIRITS

Key figures

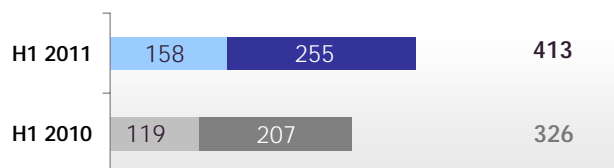
In millions of euros

■ Champagne and Wines ■ Cognac and Spirits

Revenue + 10%
Organic growth + 13%



Profit from recurring operations + 27%



H1 2011 Highlights

- ◆ Revenue by region (in local currencies):
Asia +28%, US +2%, Europe +5% (excl. Montaudon)
- ◆ Confirms recovery of consumer demand
- ◆ Price increases in key regions
- ◆ Significant investments
- ◆ Champagne: volumes + 3 % (+10 % on comparable basis)
 - Good performance of prestige vintages
- ◆ Wines: rapid advance of sparkling wines and partnership in China for development of high-end wines
- ◆ Cognac: volumes + 8 %
 - Strong progress of higher qualities
 - Continued strong momentum in Asia
- ◆ Other spirits: well received new products

2011 Outlook

- ◆ Pursue controlled growth in volumes
 - Sustain demand in key countries
 - Continue progress in emerging markets
- ◆ Further optimization of product mix and firm price policy
- ◆ Deploy innovations adapted to new consumer preferences
- ◆ Maintain strong communication
- ◆ Focus on supply management
- ◆ Strengthen sales force, particularly in Asia

Key figures

In millions of euros

Revenue + 13%

Organic growth + 14%

H1 2011 3 971

H1 2010 3 516

Profit from recurring operations + 17%

H1 2011 1 381

H1 2010 1 179

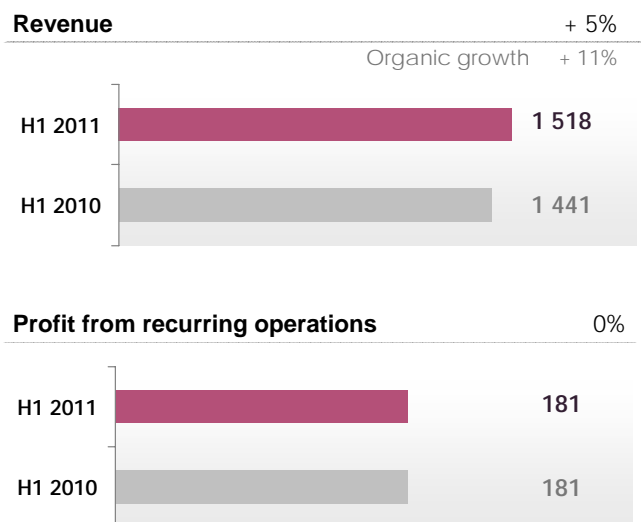
H1 2011 Highlights

- ◆ Revenue by region (in local currencies):
US +21%, Europe +12%, Asia +22%
- ◆ Louis Vuitton: continued exceptional momentum
 - Double-digit organic revenue growth
 - Rapid progress of all products
 - Success of soft leather
 - Increased production capacity through opening of new workshops
- ◆ Fendi: launch of two new leather goods lines and development of custom-made offering
- ◆ Donna Karan: success of new *Casual Luxe* line
- ◆ Céline: strong acceleration under the leadership of its new Artistic Director

2011 Outlook

- ◆ Louis Vuitton
 - Continue innovation in all product categories
 - Historical exhibition *Louis Vuitton - Voyages* in Beijing in the National Museum of China
 - Inauguration of new Maisons
 - Creation in Paris of a high-end jewelry workshop and a dedicated store on Place Vendôme
 - Acquisition of La Fabrique du Temps, high-end watchmaking workshop
- ◆ Fendi: development of iconic products and selective expansion of network
- ◆ Continued creative momentum of Céline, Pucci, Givenchy and Loewe

Key figures

In millions of euros

H1 2011 Highlights

- ◆ Revenue by region (in local currencies):
US +21%, Europe +8% (excl. LBD), Asia +19%
- ◆ Christian Dior: strong momentum of iconic perfumes
 - Continued excellent performance of *J'adore*
 - Growth of *Miss Dior* with its new face Natalie Portman
 - Rapid growth of *Dior Addict* lipstick
- ◆ Guerlain: launch of *Shalimar Initial* and well-received opening of pop up store in Paris Champs-Élysées
- ◆ Parfums Givenchy: good contribution of *Play* perfume
- ◆ Benefit: debut of e-commerce website in China
- ◆ Make Up For Ever: continued development of *HD - Haute Définition* and *Aqua* lines

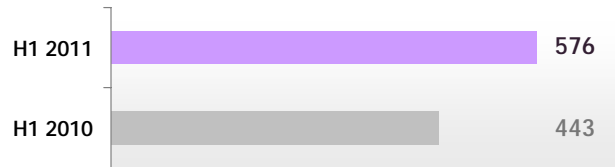
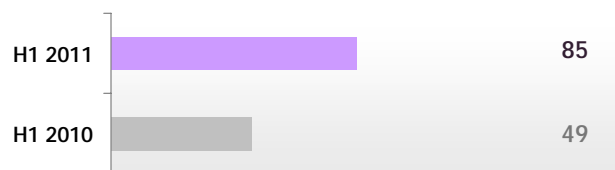
2011 Outlook

- ◆ Objective of market share gains fuelled by a sustained innovation and communication policy
- ◆ Christian Dior: strengthen brand image in synergy with the Couture
 - Extended launch of *Hypnotic Poison* fragrance
 - Creation of new dedicated points of sale
- ◆ Profitable development of other brands
 - Development of *Orchidée Impériale* skincare at Guerlain
 - New fragrances for women at Givenchy and Kenzo
 - First Benefit store in New York
 - New store in Milan for Acqua di Parma

Key figures

*In millions of euros***Revenue** + 30%

Organic growth + 27%

**Profit from recurring operations** + 73%

H1 2011 Highlights

- ◆ Revenue by region (in local currencies):
US +28%, Europe +29%, Asia +52%, Japan +8%
- ◆ Market share gains
- ◆ Strong demand in all regions
- ◆ Solid improvement in current operating margin
- ◆ Leading watchmaking innovations presented
at Baselworld fair
- ◆ Excellent performances of jewelry brands in their own stores
- ◆ Strategic alliance with the Bulgari family

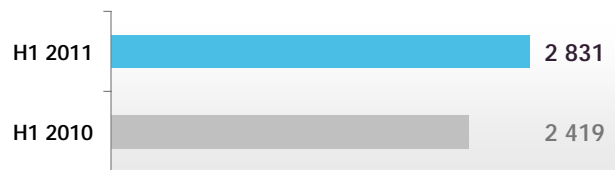
2011 Outlook

- ◆ Objective of market share gains
- ◆ Integration of Bulgari
- ◆ Focus on upscale positioning through strong innovation and targeted communication
- ◆ Accelerate development of watch-making capacity
- ◆ Selective expansion of retail network in high potential countries

Key figures

In millions of euros

Revenue + 17%
Organic growth + 18%



Profit from recurring operations + 63%



H1 2011 Highlights

- ◆ Revenue by region (in local currencies):
Asia +32%, US +19%, Europe +13%

DFS

- ◆ Sustained growth of Asian clientele
- ◆ Excellent performances in Hong Kong, Macao and Singapore
- ◆ Good momentum in North America

SEPHORA

- ◆ Market share gains in all regions
- ◆ Acceleration in China and Middle East
- ◆ New territory: excellent start in Malaysia
- ◆ Sustained expansion of the network and renovation of existing stores
- ◆ Increased stake in Ile de Beauté in Russia

2011 Outlook

DFS

- ◆ Reinforce upscale positioning strategy
- ◆ Focus on services to a more diversified clientele
- ◆ Continue renovations in Singapore and Hawaii
- ◆ Target investments in high potential destinations

SEPHORA

- ◆ Objective of further market share gains
- ◆ Continue selective expansion of store network
- ◆ Improve network and offering in China
- ◆ Opening of first store in Mexico
- ◆ Reinforce innovation in offering and services

Conclusion

Strong momentum of LVMH in the first half of 2011

- ◆ Double-digit organic revenue growth in all business groups
- ◆ Confirmation in Q2 of excellent trends seen since beginning of the year
- ◆ Continued remarkable momentum at Louis Vuitton
 - Double-digit organic revenue growth
 - Exceptional level of profitability
- ◆ Strong development of fashion brands
- ◆ Confirmation of continued demand for Wines & Spirits and Watches & Jewelry
- ◆ Good momentum of Parfums Christian Dior thanks to the vitality of its iconic products
- ◆ Rapid progress for DFS and Sephora across all markets

Confidence for 2011

- ◆ Strong demand for high quality products
- ◆ Strong global economic growth
but an uncertain financial environment
- ◆ Maintain rigorous cost management
- ◆ Support development momentum of the Group
 - Innovation
 - Investments
 - Targeted expansion of distribution network in growing markets

Objective of LVMH to reinforce its advance
in the global luxury market