

PRESS RELEASE

Paris, 17 February 2014

At a Board meeting held on 30 January 2014, the Board of Directors of LVMH Moët Hennessy Louis Vuitton agreed to alter the legal status of the Company from that of a French Public Limited Company ("société anonyme") to that of a European Company.

The Board noted that this transition, which is promoted by the European authorities, has already been made by several major European groups and agreed that the status of European Company better reflects the European and International scope of the LVMH Group.

The number of LVMH Group brands having their roots in non-French European countries has significantly increased in recent years. After Loewe, Fendi, Pucci, Acqua di Parma, Tag Heuer and Zenith, the Group welcomed Hublot in 2008, Bulgari in 2011 and Loro Piana in 2013.

The transformation into a European Company has no impact on governance, Head Office domicile or stockmarket listing and has no consequences for shareholders.

This proposed statutory change will be submitted to shareholders at the Annual General Meeting on April 10th, 2014.

LVMH

LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Château d'Yquem, Château Cheval Blanc, Hennessy, Glenmorangie, Ardbeg, Wen Jun, Belvedere, 10 Cane, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton et Numanthia. Its Fashion and Leather Goods division includes Louis Vuitton, Céline, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Donna Karan, Marc Jacobs, Berluti, Nicholas Kirkwood and Loro Piana. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Parfums Kenzo, Parfums Loewe as well as other promising cosmetic companies (BeneFit Cosmetics, Make Up For Ever, Acqua di Parma and Fresh). LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, la Samaritaine and Royal Van Lent. LVMH's Watches and Jewelry division comprises Bulgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred, Hublot and De Beers Diamond Jewellers Ltd, a joint venture created with the world's leading diamond group.

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Kekst and Company