

LVMH

MOËT HENNESSY ♦ LOUIS VUITTON

Société Anonyme (French public limited-liability company) with share capital of 152,300,959.50 euros
Registered office: 22, avenue Montaigne – 75008 Paris, France
775 670 417 RCS PARIS

Notice of meeting of holders of the following bonds:

SECOND NOTICE

€500 million issued on April 7, 2011 (ISIN FR0011033281)
€500 million issued on April 7, 2011 (ISIN FR0011033232)
€500 million issued on April 30, 2013 (ISIN FR0011485051)
€500 million issued on September 5, 2013 (ISIN FR0011560440)
€600 million issued on November 13, 2013 (ISIN FR0011625441)

The holders of bonds forming part of any of the abovementioned issues, listed on the Luxembourg Stock Exchange, are hereby informed that, the Bondholders' Meeting of September 5, 2014 called to vote on the following agenda:

- approval of the draft terms of the Company's conversion into a Societas Europaea (SE)
- powers; determination of the proper venue for filing Meeting documents

having failed to reach a quorum, a second Bondholders' Meeting for all holders of those issues will take place on September 29, 2014 at the Company's registered office at the following times:

- 11:00 a.m. for the €600 million bond issued on November 13, 2013 (ISIN FR0011625441)
- 11:15 a.m. for the €500 million bond issued on April 30, 2013 (ISIN FR0011485051)
- 11:30 a.m. for the €500 million bond issued on April 7, 2011 (ISIN FR0011033281)
- 11:45 a.m. for the €500 million bond issued on April 7, 2011 (ISIN FR0011033232)
- 12:00 p.m. for the €500 million bond issued on September 5, 2013 (ISIN FR0011560440)

to vote on the same agenda.

Terms and conditions of participation in the Bondholders' Meeting

All bondholders, regardless of the number of bonds they hold, have the right to participate in this Bondholders' Meeting as provided for in Article 11 of the respective agreements governing the issues.

No quorum is necessary at a Meeting held on second notice.

Bondholders may obtain a copy of the report of the Board of Directors, the text of the resolutions and a proxy or postal voting form from Deutsche Bank AG, London Branch - Winchester House - 1 Great Winchester Street - London EC2N 2DB - United Kingdom; Deutsche Bank Luxembourg S.A. - 2 boulevard Konrad Adenauer - 1115 Luxembourg - Grand-Duché du Luxembourg; or from the Company's registered office: Service Assemblées - 22 avenue Montaigne – 75008 Paris - France.

Proxy or postal voting received by the Company for the Bondholders' Meeting of 5 September 2014 remain valid for this Bondholders' Meeting.

The Board of Directors