

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:

- CHF200 million issued on June 2, 2008 (ISIN CH0039973810)
- €150 million issued on June 29, 2009 (ISIN FR0010762765)
- €250 million issued on June 15, 2009 (ISIN FR0010765867)
- €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)
- USD65 million issued on August 5, 2013 (ISIN FR0011546704)
- €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 and on SIX Swiss Exchange with respect to the CHF bonds, are hereby invited to attend the Bondholders' Meeting for all holders of those issues, which will take place on September 5, 2014 at the Company's registered office as follows:

- 9:00 a.m. for the €500 million bond issued on April 7, 2011 (ISIN FR0011033281)
- 9:30 a.m. for the €500 million bond issued on April 7, 2011 (ISIN FR0011033232)
- 10:00 a.m. for the €500 million bond issued on April 30, 2013 (ISIN FR0011485051)
- 10:30 a.m. for the €500 million bond issued on September 5, 2013 (ISIN FR0011560440)
- 11:00 a.m. for the €600 million bond issued on November 13, 2013 (ISIN FR0011625441)
- 11:30 a.m. for the €250 million bond issued on June 15, 2009 (ISIN FR0010765867)
- 12:00 p.m. for the €150 million bond issued on June 29, 2009 (ISIN FR0010762765)
- 12:30 p.m. for the USD65 million bond issued on August 5, 2013 (ISIN FR0011546704)
- 1:00 p.m. for the CHF200 million bond issued on June 2, 2008 (ISIN CH0039973810)

For the purpose of conducting the business on the agenda below:

Meeting 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

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.

The quorum for this Bondholders' Meeting on first notice will be formed if the bondholders present or represented account for at least one fifth of the principal amount of the bonds outstanding.

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-Duchy of Luxembourg and the Company's registered office - Service Assemblées - 22 avenue Montaigne - 75008 Paris - France.

Holders of CHF bonds are requested to follow the instructions provided by their depository banks. The submission of a valid and irrevocable voting instruction by a bondholder will result in the blocking of the CHF bonds held through SIX SIS AG such that no transfers may be effected in respect of such CHF bonds.

The Board of Directors