

LVMH

Sales 2003

22nd January 2004

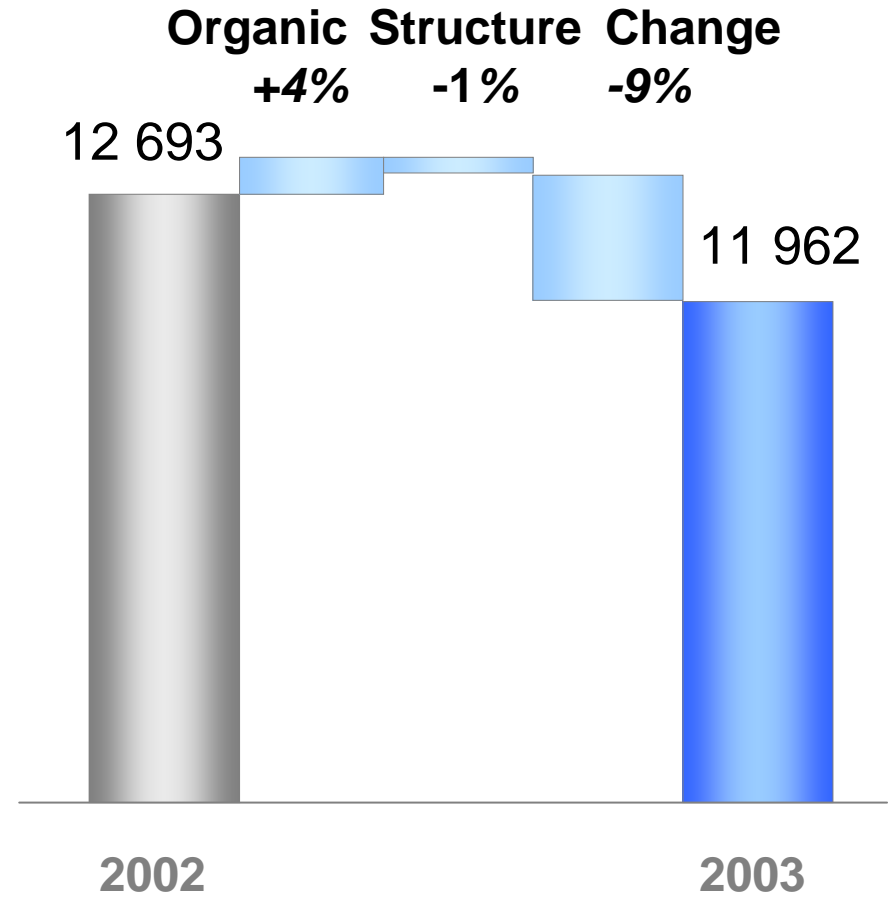
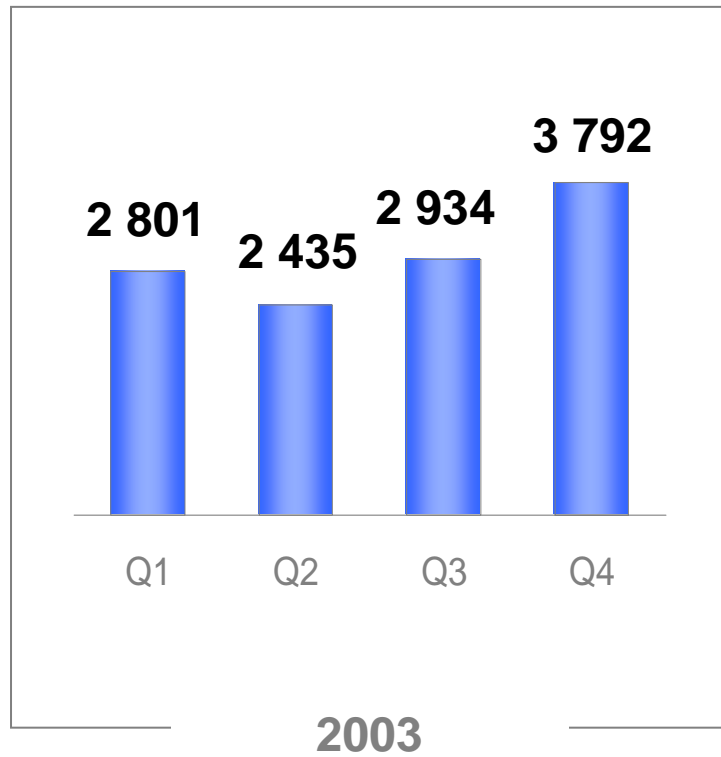
Sales 2003 Highlights

In a difficult environment,

- Organic sales growth continued
 - Full year +4%
 - Accelerated in Q4 to +8%
- Exceptional - double digit - organic sales growth at Louis Vuitton full year and Q4
- Successful product launches for Perfumes
- DFS and Sephora US profitable
- Watches & Jewelry resume growth

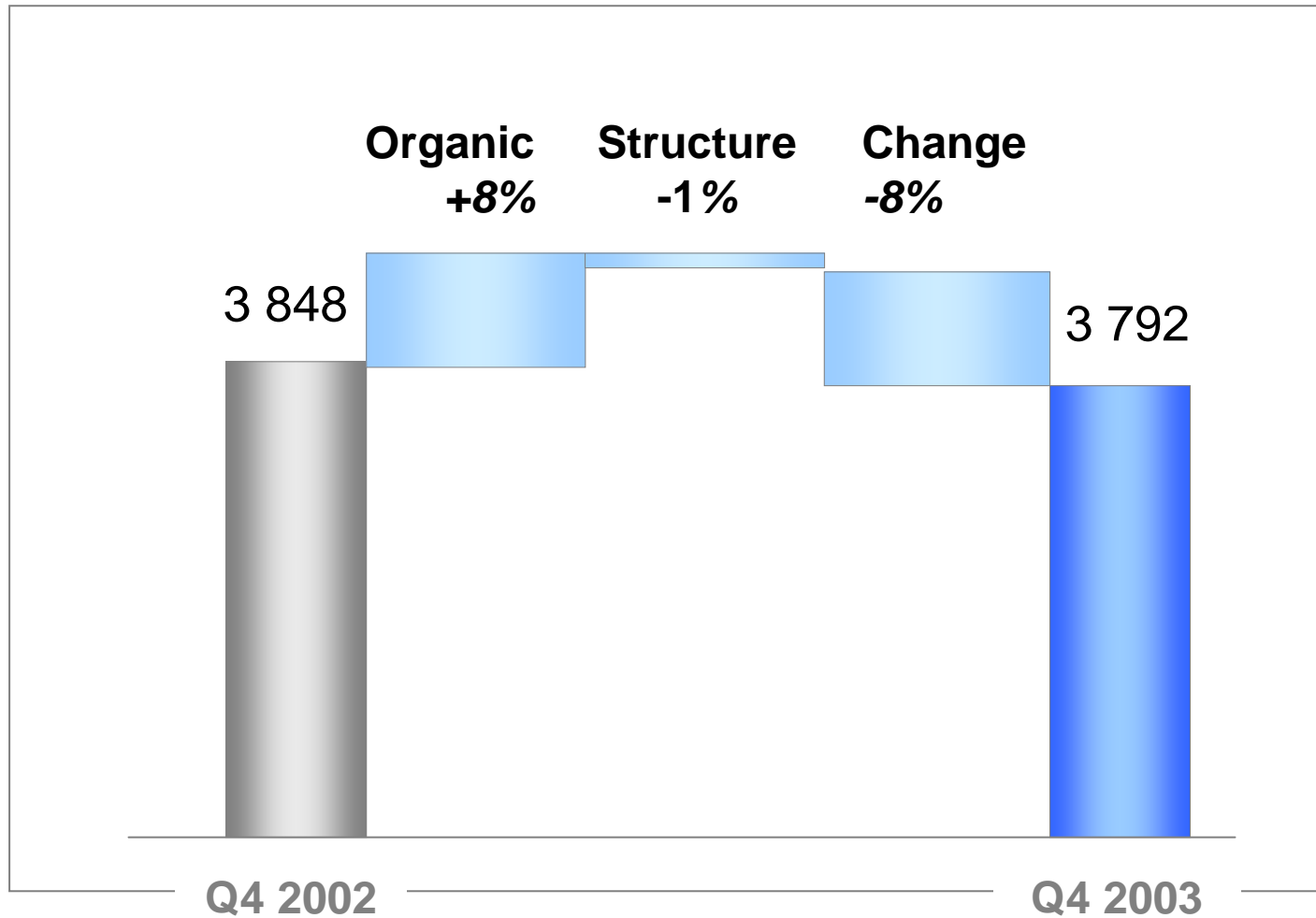
LVMH Sales 2003

In millions of Euros



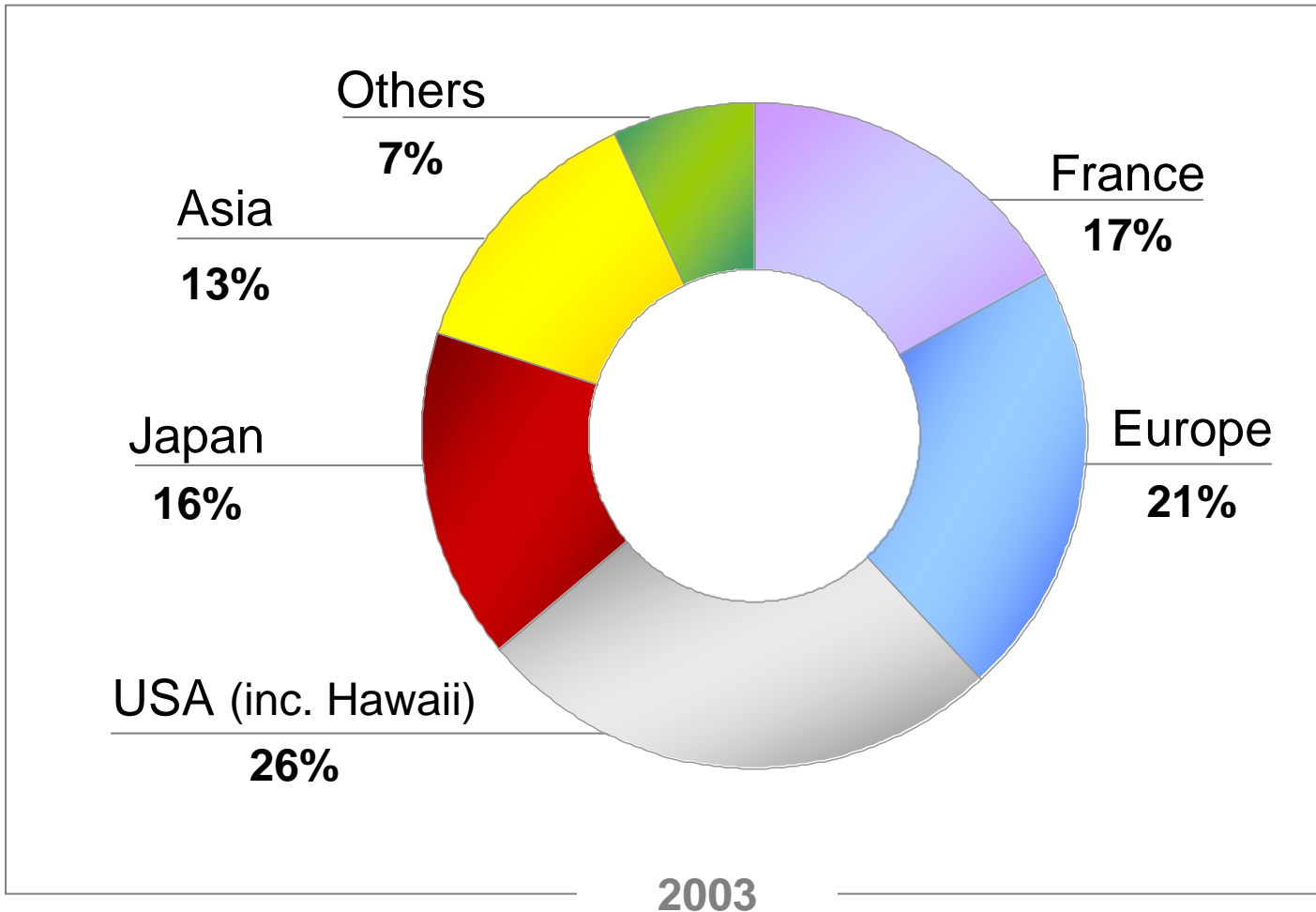
Analysis of sales increase in Q4 2003

In millions of Euros



LVMH Sales 2003 by region in Euros

In % of total sales



Sales 2003

Evolution in the US (in dollars)

Wines & Spirits	+7%
Fashion & Leather	+12%
of which <i>Louis Vuitton</i>	+38%
Sephora	+21%
DFS	+2%
Total LVMH Group	+ 6%

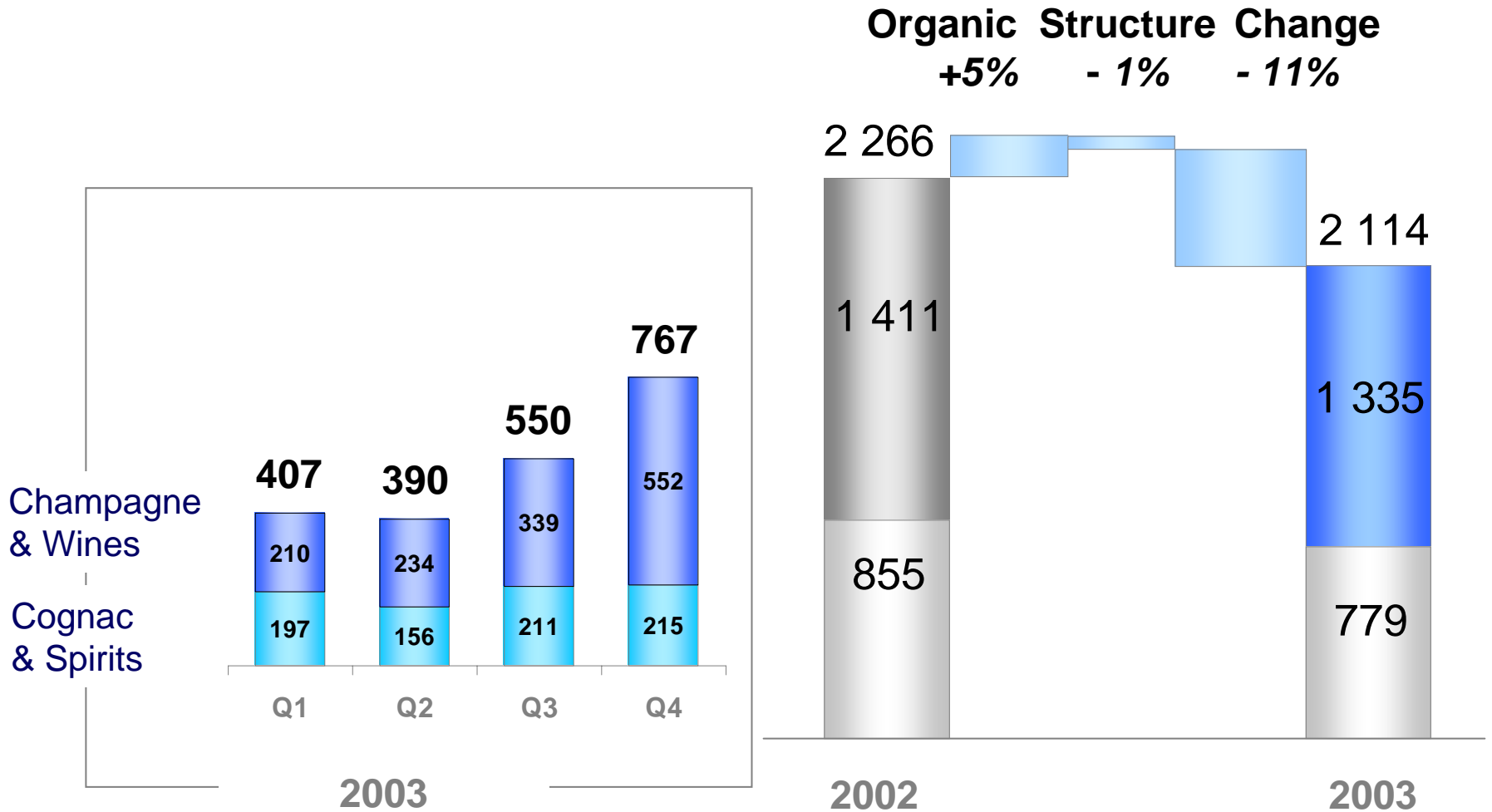
Sales 2003

Evolution in Japan (in Yen)

Champagne & Wines	+19%
Hennessy Cognac	-11%
Fashion & Leather	+12%
of which <i>Louis Vuitton</i>	+13%
Perfumes & Cosmetics	+15%
Watches & Jewelry	+8%
Total LVMH Group	+ 12%

Wines & Spirits Sales 2003

In millions of Euros



Wines & Spirits - Champagne

Good resistance of key brands

- Increase in annual champagne volumes of 1% (excluding Pommery and Canard-Duchêne)
- Positive depletions at end December in US
- Strong sales increases in UK and Japan
- Good progress in still wine sales
- Continued improvement of international distribution in partnership with Diageo
- Disposal of non strategic assets (Canard Duchêne, Chandon Espagne)

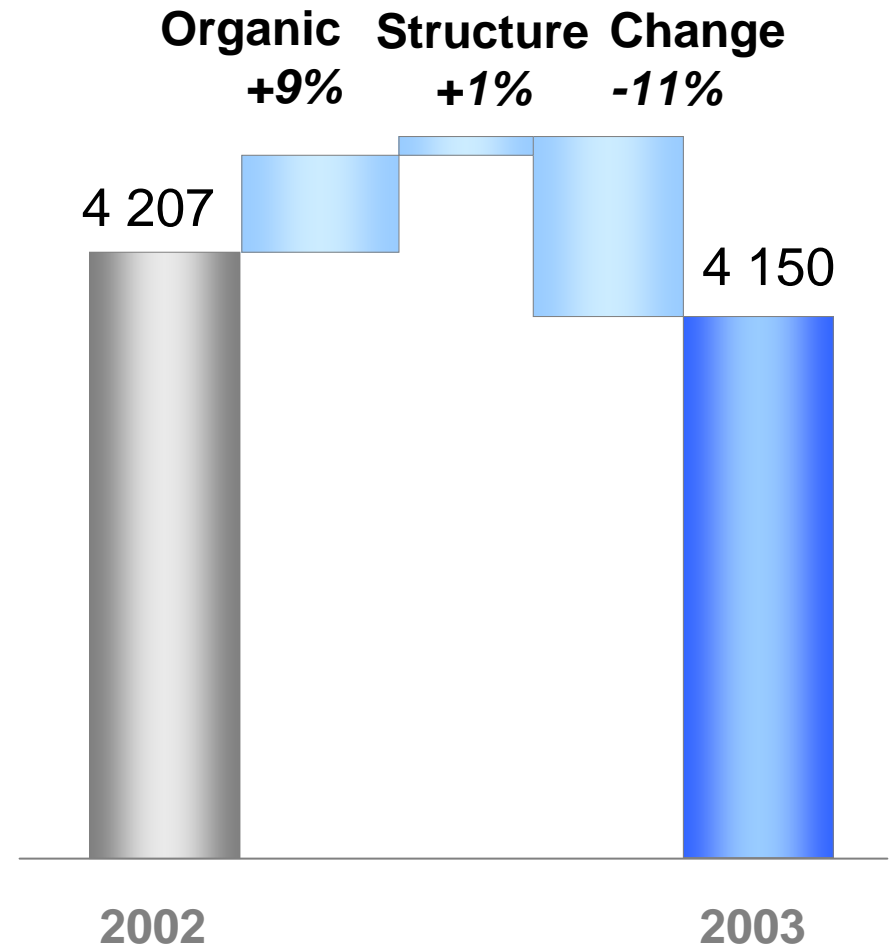
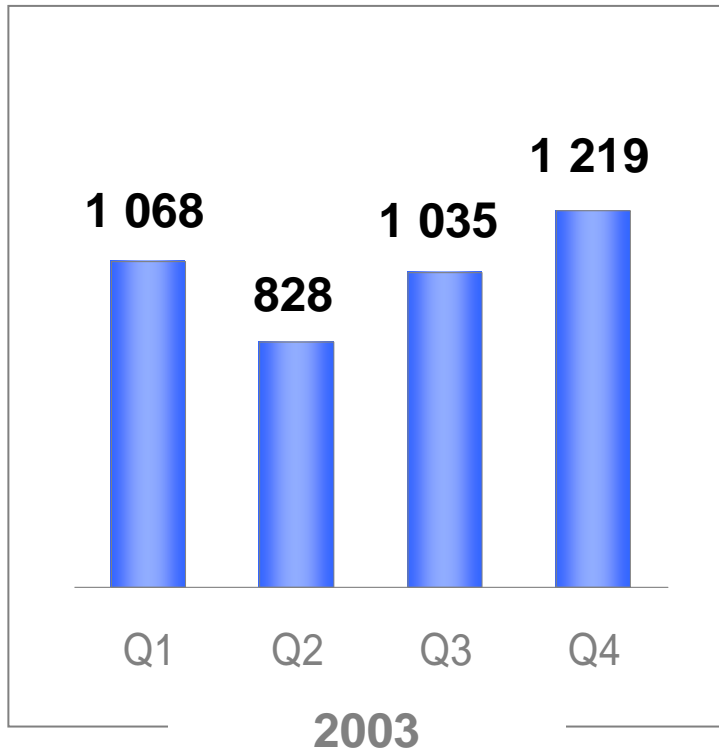
Wines & Spirits - Cognac

Sustained increase in the US

- Increase of 5% in Hennessy volumes in 2003
- Continued sales growth in the US
- Positive depletions in the US
- Good performance in Asian markets – Taiwan and China in particular
- Strong growth of VSOP & XO quality in Q4
- December launching of Hennessy's *Ellipse*, a super-premium cognac
- Significant negative currency effect partially compensated for at operating income level by a good hedging cover
- Sale of Hine in first half 2003

Fashion & Leather Goods Sales 2003

In millions of Euros



Louis Vuitton - A remarkable increase in 2003 environment

- Double digit growth at constant currency
- Strong sales increases to local customers, US up 38% in dollars for the year
- Increase in production capacity in response to a strong demand (notably for the multico bags)
- Considerable success of *Tambour* watch collection
- Continued expansion of distribution network
 - New stores in Q4 in Riyadh , Guangzhou (China), Tainan (Taiwan), Pacific Place HK (extension)
- 317 stores including 76 in Europe, 47 in Japan, 72 in Pacific Asia and 91 in the US

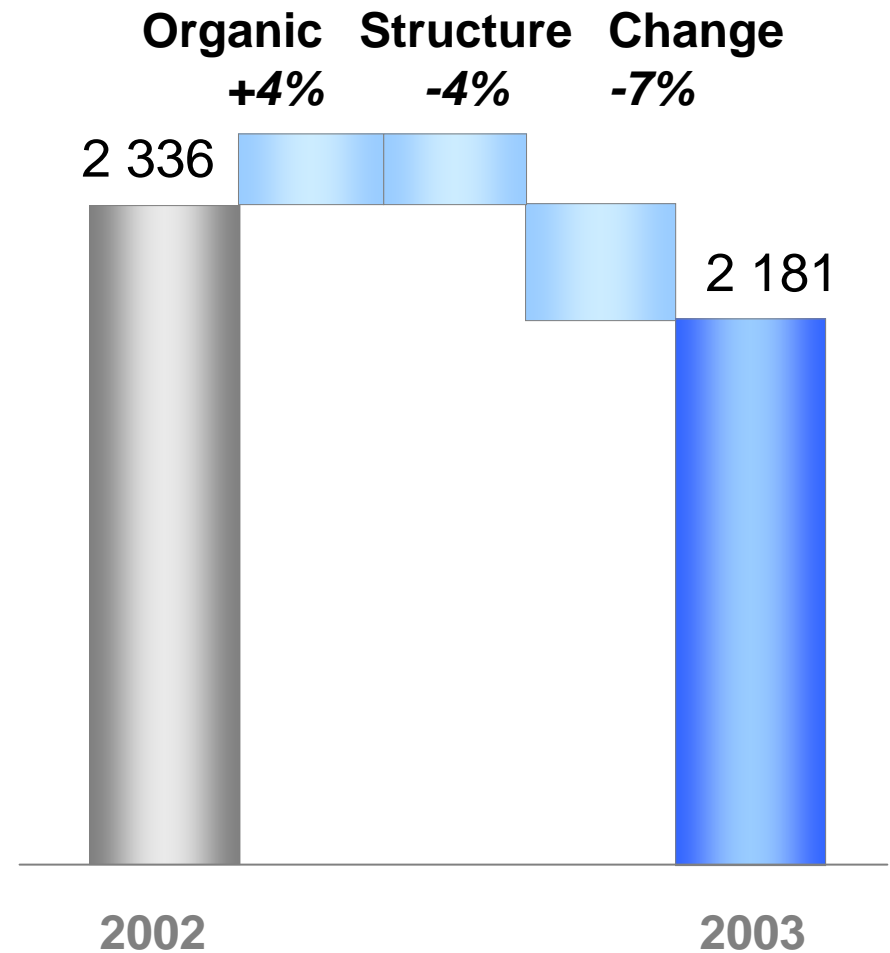
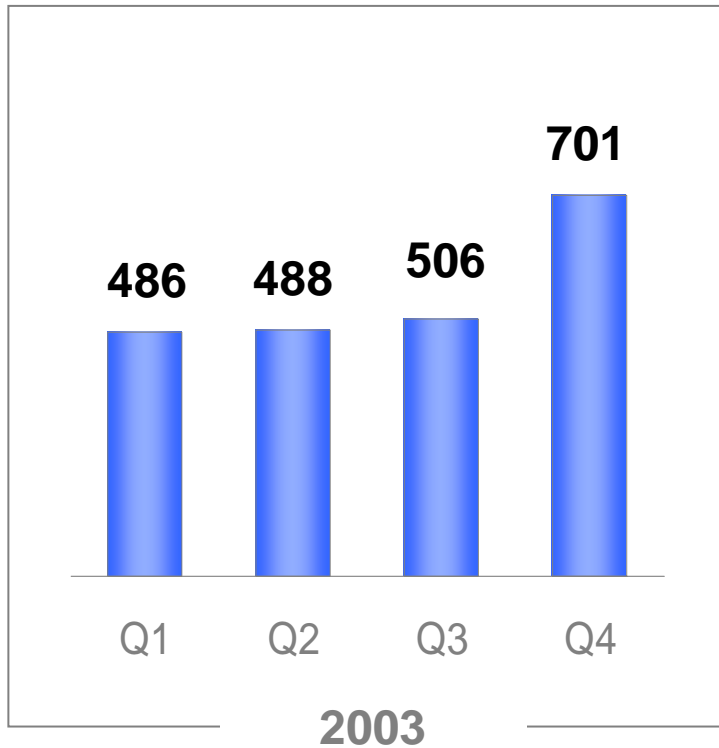
Fashion & Leather Goods

Particularly strong growth in Q4

- Acceleration of organic growth in Q4
 - +12% following strong Q4 2002 growth
- Double digit sales increase at constant currency at Céline in 2003, with particularly good Q4 performance in Japan
- Fendi: reinforced quality of its distribution network, double-digit sales increase at constant currency in Q4
- Double digit full year sales increases for Marc Jacobs, Pucci and Berluti

Perfumes & Cosmetics Sales 2003

In millions of Euros



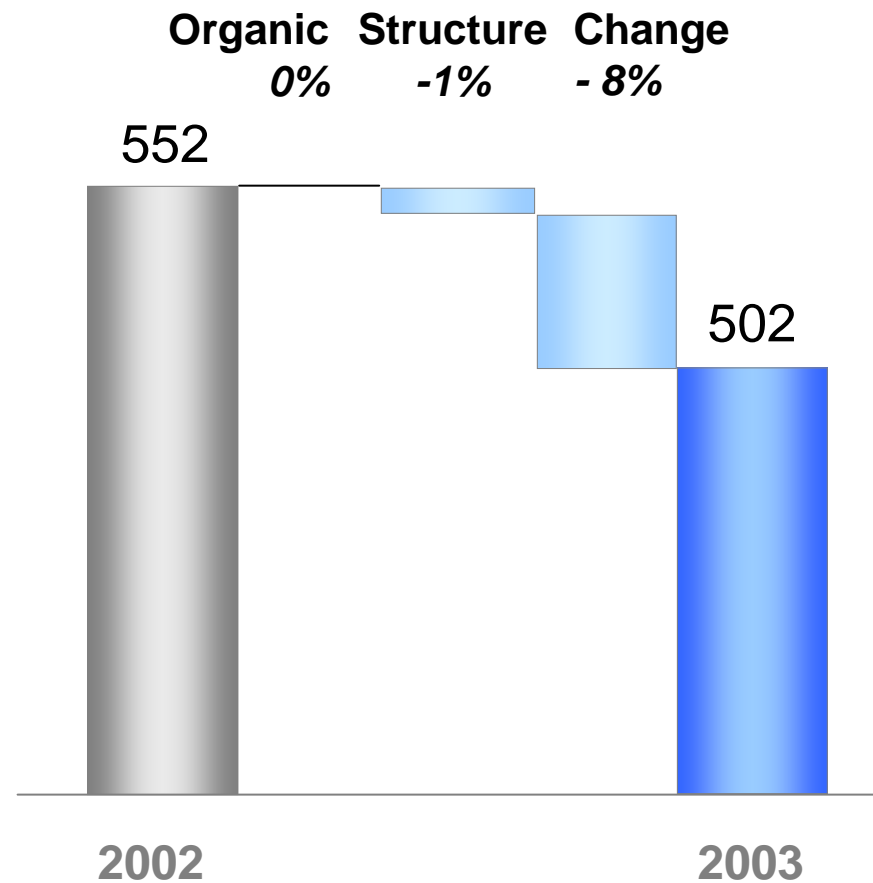
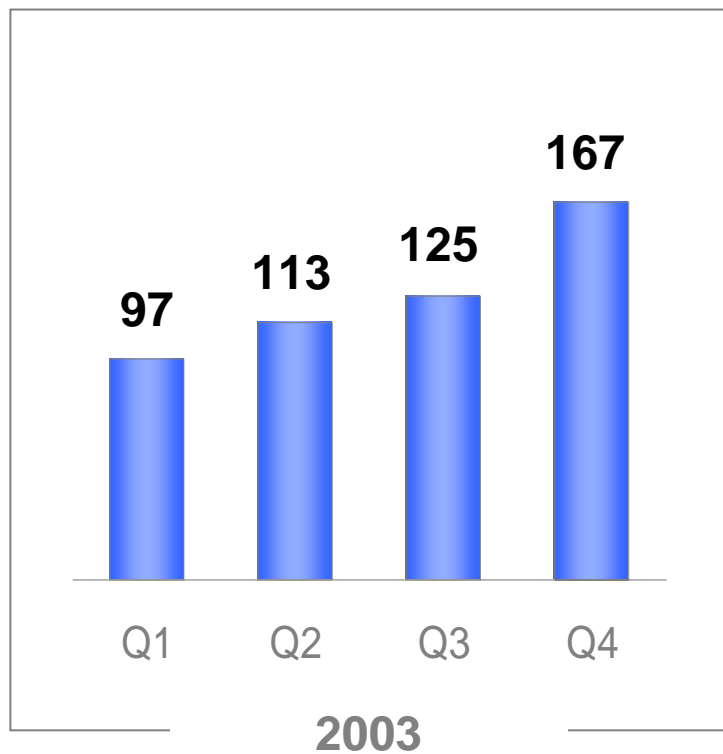
Perfumes & Cosmetics

Strong innovation

- Organic growth of 4% in 2003, outperforming global market, despite difficult US and travel retail markets
- Good performance at Parfums Christian Dior, particularly in Japan
- Successful launch of new products
 - *Capture R60/80* beauty product at Dior
 - Womens' perfumes - *Very Irresistible* de Givenchy and *L'Instant* de Guerlain
 - Men's fragrances - *Kenzo Air* at Kenzo Perfumes and *Higher Energy* at Dior
- Strong progress at BeneFit Cosmetics
- Disposal of Kenneth Cole, Parfums Marc Jacobs and Michael Kors licenses

Watches & Jewelry Sales 2003

In millions of Euros



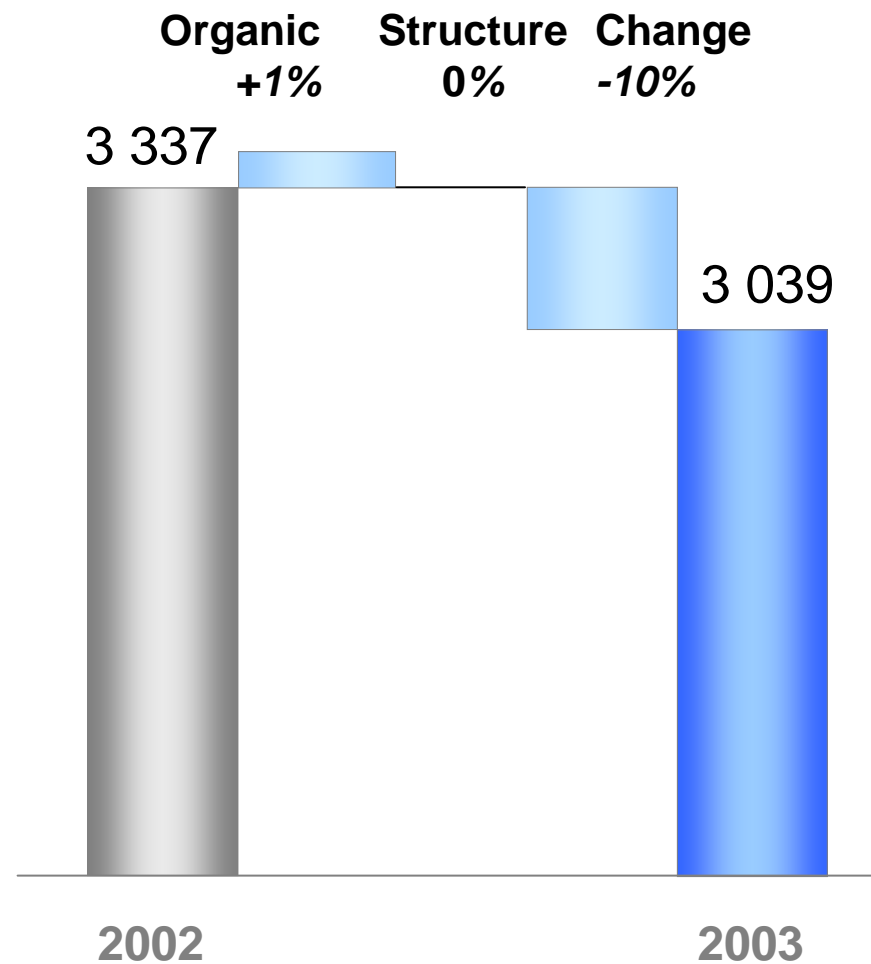
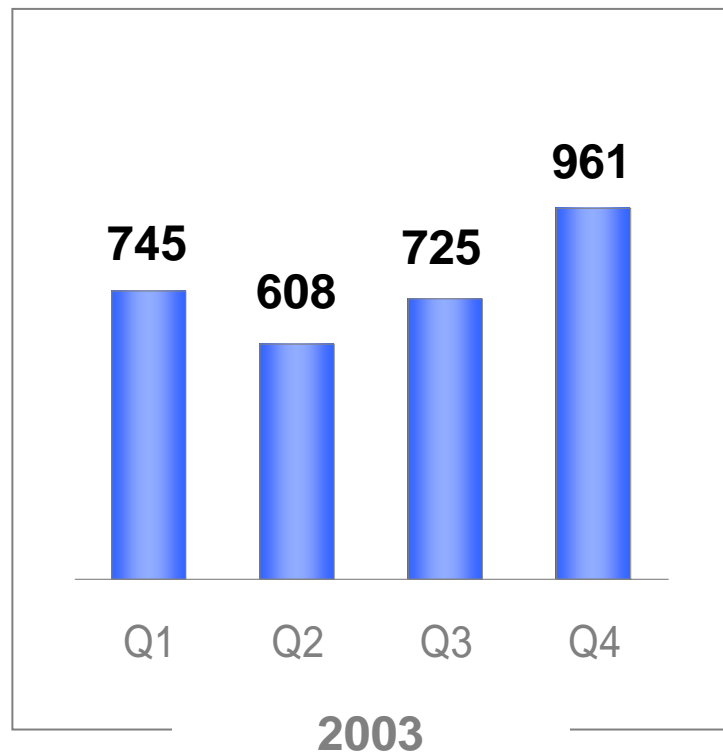
Watches & Jewelry

Second half recovery in sales

- Recovery in sales in second half in difficult market and competitive environment
- Reinforced creativity of brands
 - New *Formula 1* and *Link* products (TAG Heuer)
 - New models of Chronomaster, *Open* and *Star* (Zenith)
 - New *Liens* and *Frisson* (Chaumet) and *Move One* (Fred) collections
 - *Chris 47*, *Admit it* and *La D* at Dior
- Targeted expansion of the international distribution network
 - Opened 3 De Beers stores in Tokyo department stores
 - New Chaumet stores in Geneva and corners/shop in shops in Japan
- Sale of Ebel part of strategy to concentrate on strong brands

Selective Distribution Sales 2003

In millions of Euros



Selective Distribution DFS

- Progressive recovery of tourism
 - Increased sales, at constant currency in Q4...
 - full year sales lower than 2002
- Re-negotiation of airport concessions (notably Hawaii and Los Angeles)
- Continued cost reductions (transfer of certain corporate functions to Hong Kong, close to strong potential markets)

Objective of profitability in 2003 achieved

Selective Distribution

Sephora

Europe

- Excellent customer reception of loyalty card launched in France in May
- Partnership agreement in Russia : opening of the first store in Moscow in December 2003
- Association in Poland, bringing total number of stores now open there to 41

United States

- Double digit comparable store sales growth in dollars
- Achieved objective of Sephora US profitability in 2003
- sephora.com extended to Canada

Total = 500 stores at end of 2003,
of which 184 in France and 82 in US

Sales 2003 Conclusion

- Solid organic growth for the year, accelerated in Q4
- Gains market share
- Continued to concentrate on strong brands, innovative and quality products, improve profitability
- Operating Income around +7%

Objective for 2004
Tangible increase in Operating Income