

LVMH

2003 H1 Sales

24 July 2003

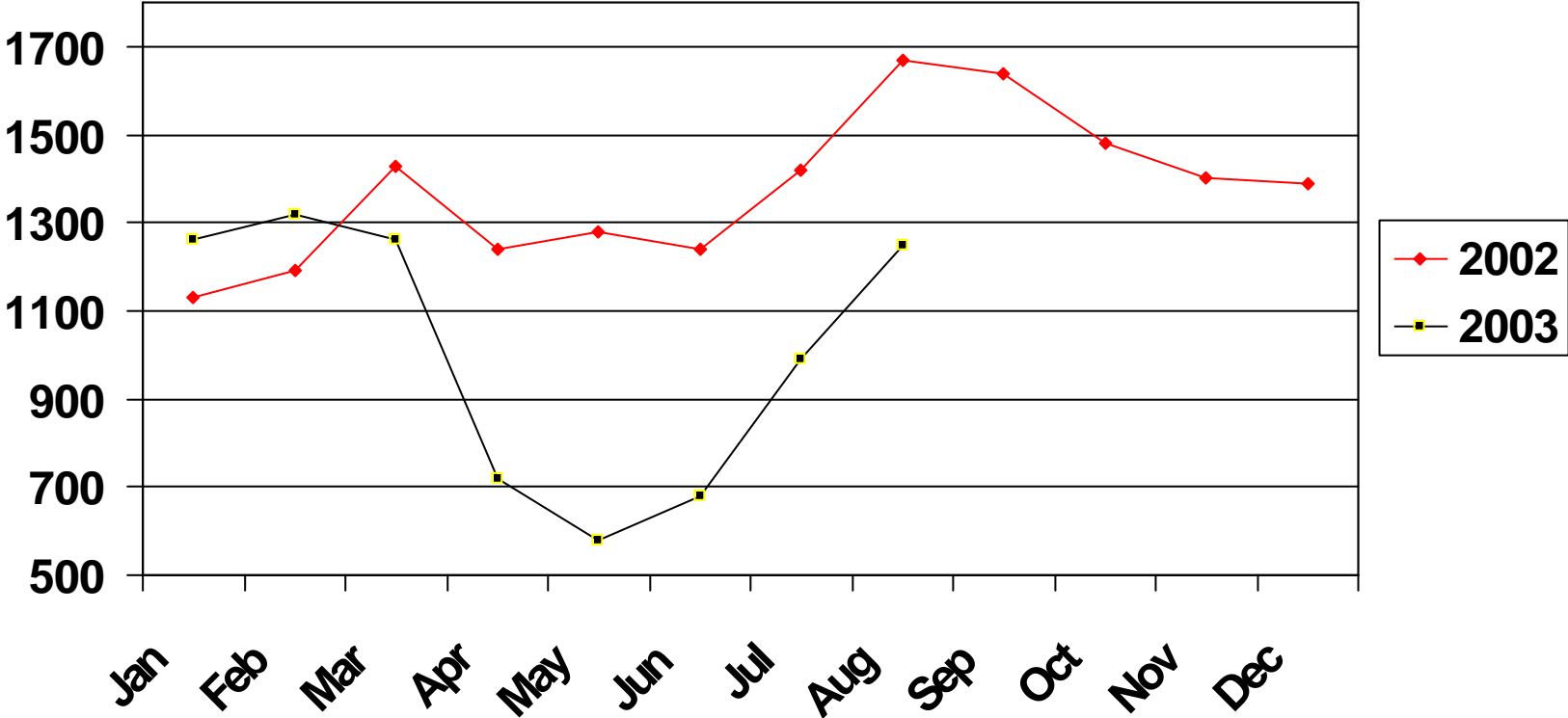
LVMH

H1 2003 Sales highlights

- All Group operations achieved positive organic sales growth except Watches & Jewelry and DFS
- Good sales growth in local currency in Japan and US in H1
- Exceptional performance of Louis Vuitton with double-digit growth at constant exchange rates in H1
- Excluding DFS, positive organic growth in Q2
 - Champagnes & Wines, Fashion & Leather, Sephora US
- Travel trends improving compared with May
- Strong constant currency sales growth in June for Watches & Jewelry

Japanese Overseas Travelers

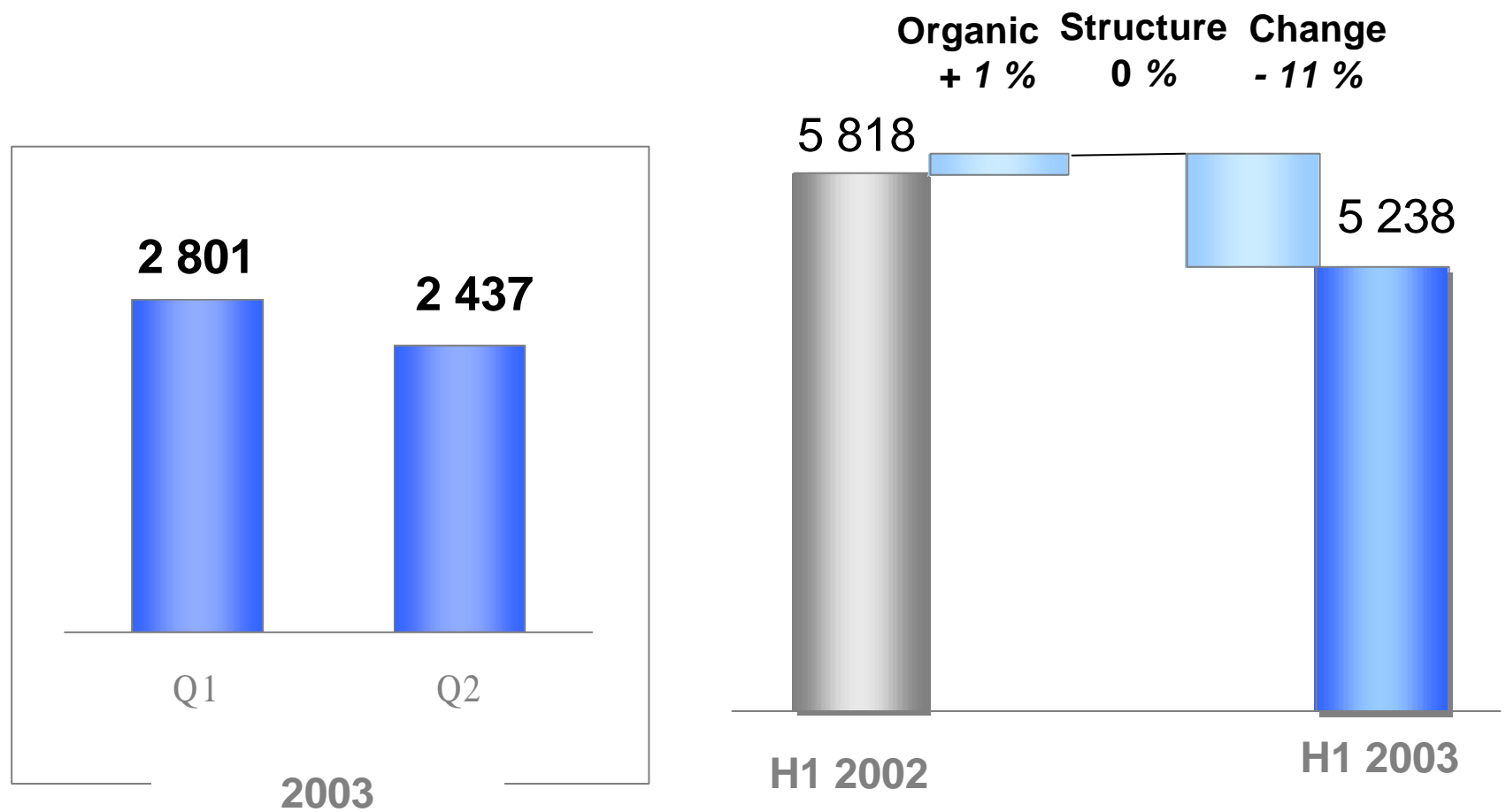
Trends in 2003 compared to 2002



Source: JTB (estimations for June - August 2003)

LVMH H1 2003 Sales

in millions of Euros



LVMH

H1 2003 Sales Growth in the US in Dollars

	H1 2003
Wine & Spirits	+6%
Fashion & Leather	+8%
<i>of which Louis Vuitton</i>	+24%
Sephora	+16%
Total LVMH Group	+ 5%

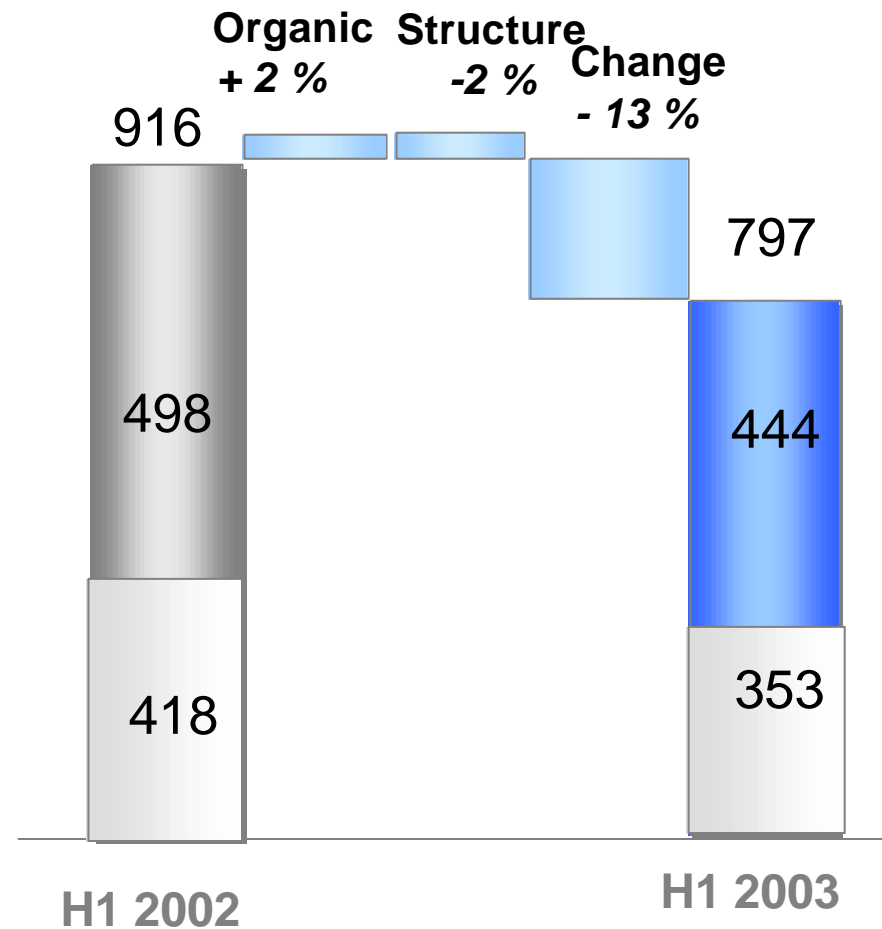
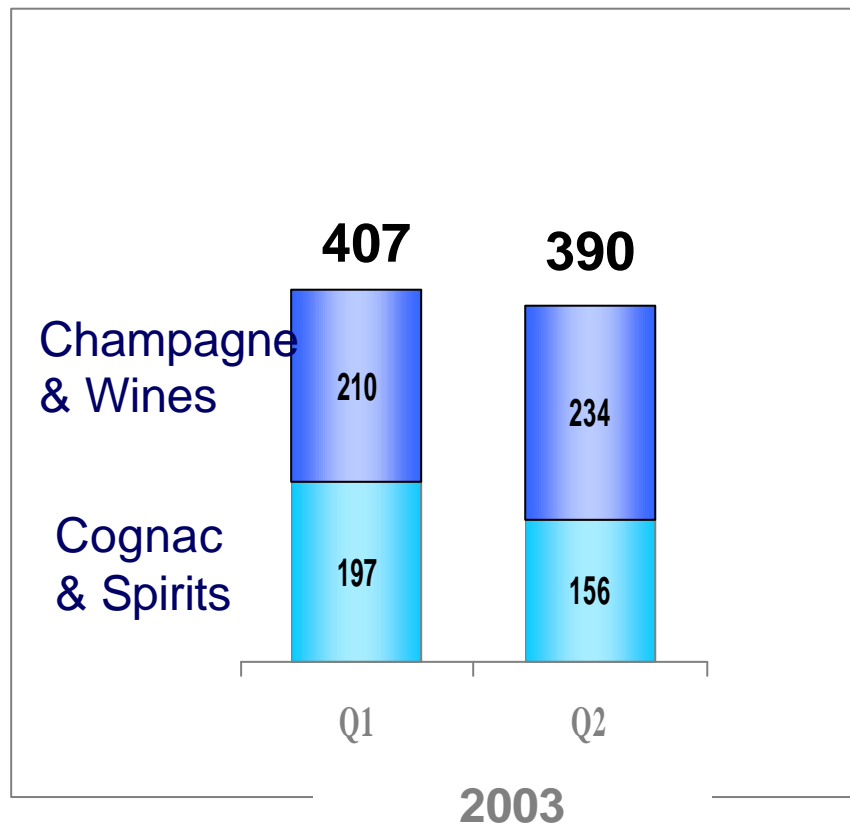
LVMH

H1 2003 Sales Growth in Japan in Yen

	H1 2003
Champagne & Wines	+23%
Hennessy Cognac	-20%
Fashion & Leather	+16%
<i>of which Louis Vuitton</i>	+19%
Perfume & Cosmetics	+15%
Watches & Jewelry	+8%
Total LVMH Group	+ 14%

Wines & Spirits H1 2003 Sales

in millions of Euros



Wines & Spirits H1 2003 Sales

Champagne and Wines delivered organic growth of 2% in H1

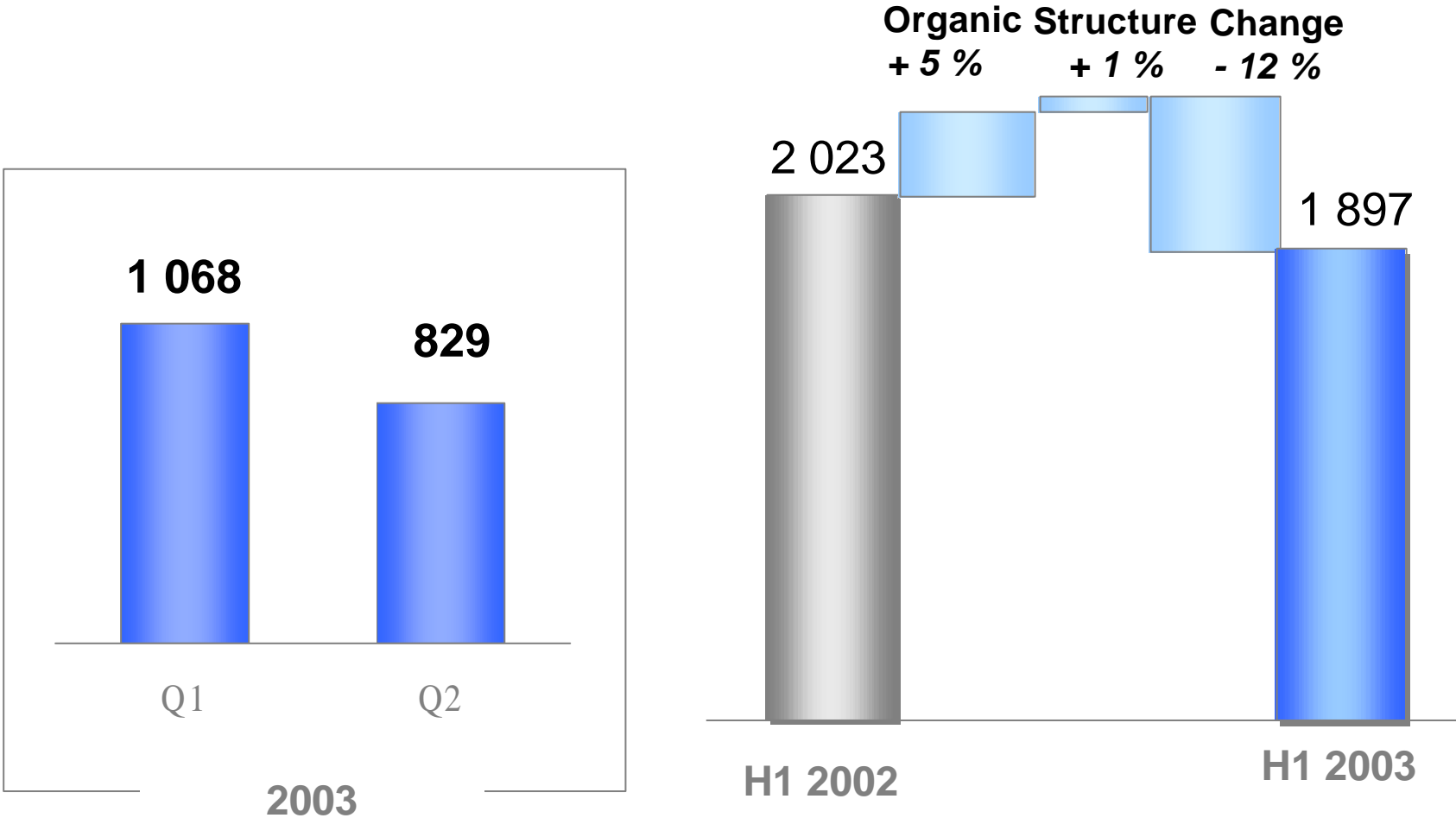
- Increasing market share
- Continued strong performance in Q2 in UK and Japan
- Good sales growth of still wines, in Argentina in particular

Cognac volumes increased 5% in H1

- Sustained growth in the US
- Temporary SARS effect in Q2; improving signs in July, nevertheless Asian market growth in H1 (especially Taiwan)
- Positive depletions at end June 2003

Fashion & Leather H1 2003 Sales

in millions of Euros

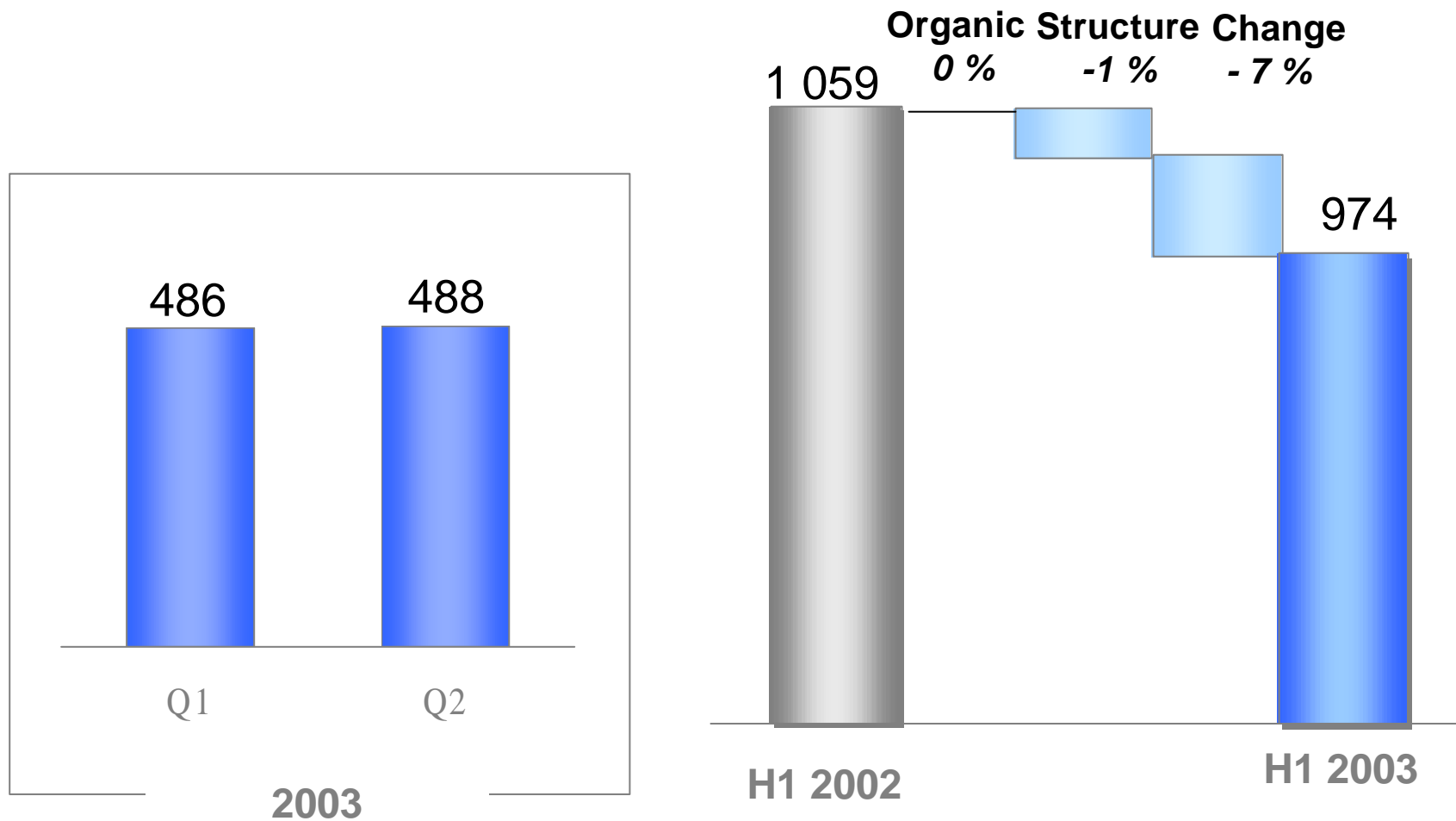


Fashion & Leather H1 2003 Sales Highlights

- Louis Vuitton : double-digit sales growth at constant exchange rates in H1
 - Successful launch of spring summer show collection (Suhali soft leather lines and Multicolor bags)
 - Continuous strong demand in Q2 in all of our local markets (Japan, US, Europe...)
 - Opening of global stores in Barcelona, Hamburg, Las Vegas, Taipei following the opening of the first store in India (New Delhi)
- Good performance of Celine in H1, especially in Japan
- Opening of Kenzo “Pont Neuf” flagship in Paris
- Double-digit organic sales growth for Marc Jacobs, Pucci and Berluti

Perfumes & Cosmetics H1 2003 Sales

in millions of Euros



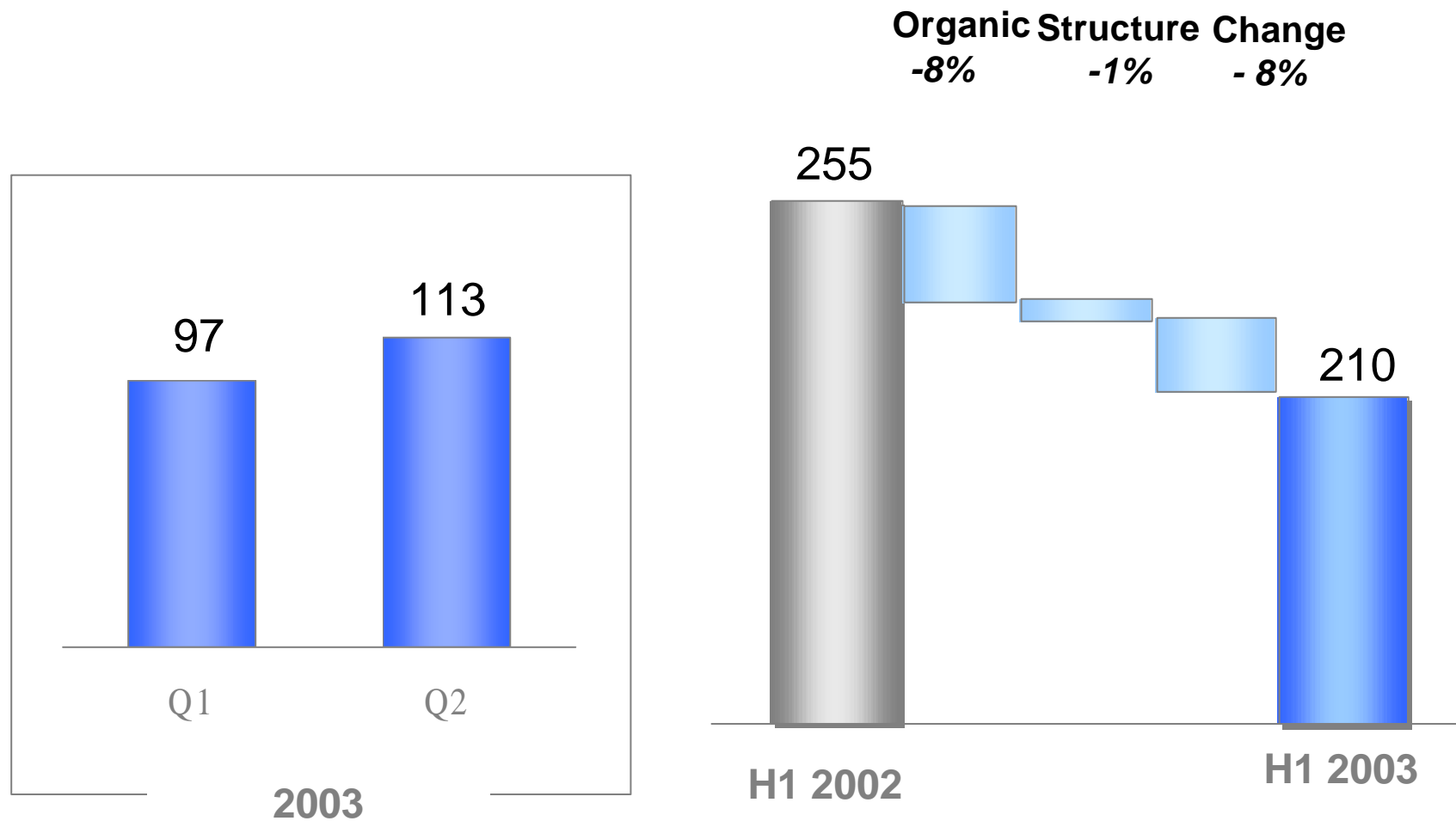
Perfumes & Cosmetics

H1 2003 Sales Highlights

- Gradual improvement in performance over the last two months after negative impact from travel weakness
- Parfums Christian Dior: big success of skincare product, *Capture R60/80™*, and good progress in UK and in Japan
- Excellent performance of BeneFit Cosmetics
- Promising preparation for H2 launches of new women's perfumes, *Very Irresistible* by Givenchy and *L'Instant* by Guerlain, and new men's fragrance *Kenzo Air*

Watches & Jewelry H1 2003 Sales

in millions of Euros

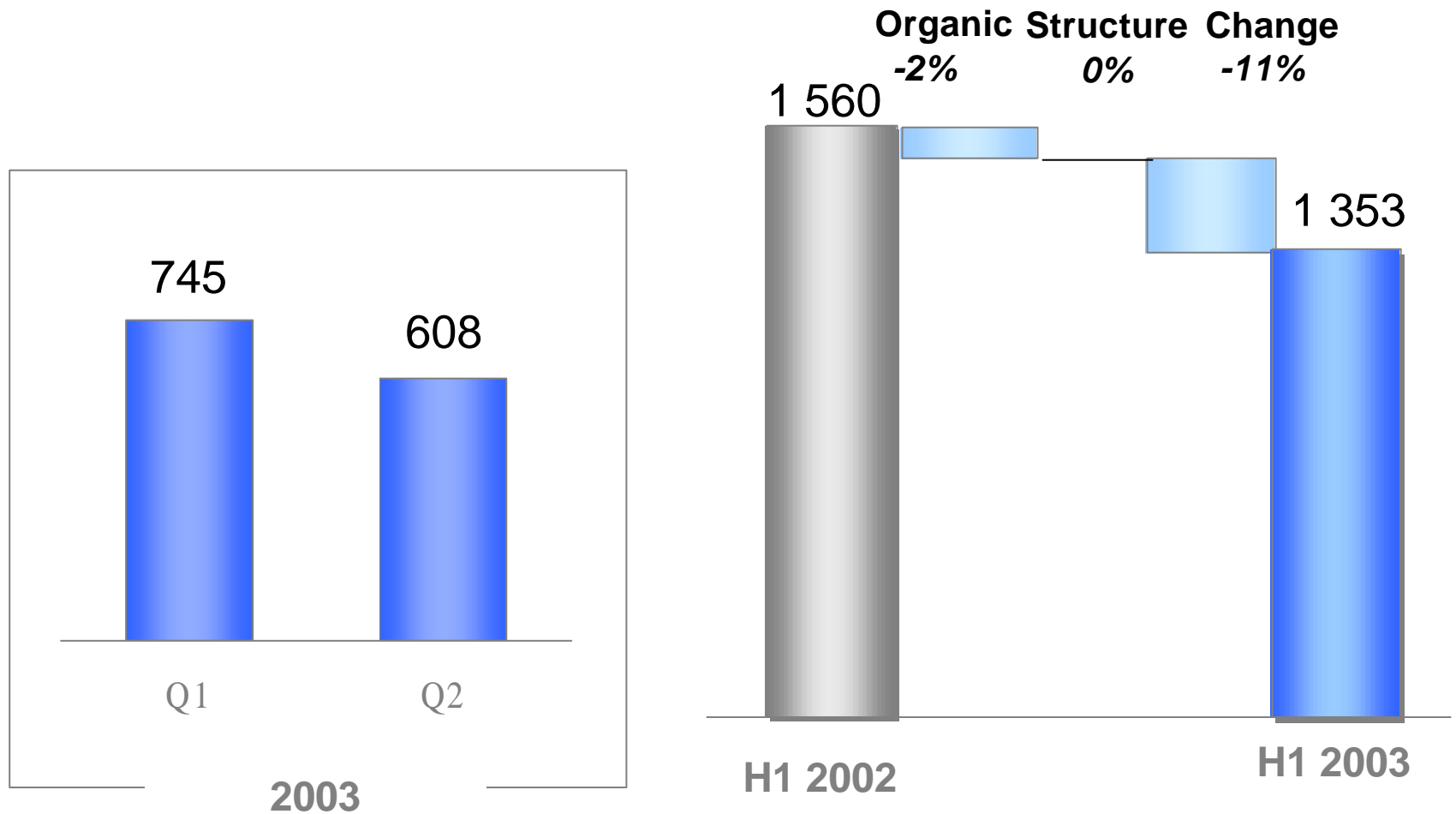


Watches & Jewelry H1 2003 Sales Highlights

- Improving sell-out by retailers since April on all watch brands
- Improving sell-in trends in June after difficult environment and destocking since beginning of the year
- Double-digit sales growth in H1 for Christian Dior Watches and Chaumet
- Very positive reception to new TAG Heuer advertising campaign with Tiger Woods
- De Beers to open three retail outlets in Japan in H2 in key department stores in Tokyo
- Chaumet to open store in Geneva in July

Selective Distribution H1 2003 Sales

in millions of Euros



Selective Distribution H1 2003 Sales Highlights

Travel retail

- Travel retail significantly impacted by Iraqi War / SARS/ currency but start of improvement seen since June
- Continuous aggressive actions taken at DFS
 - Cost reductions
 - Renegotiation of concession fees

Selective retail

- Sephora Europe : opening of new Rivoli store in Paris and successful launch of loyalty card
- Double-digit comparable store sales growth for Sephora US and for sephora.com

LVMH Conclusion

- Strong brands perform well in challenging environment
 - Exceptional capacity to respond to market changes
 - Well balanced portfolio, geographically spread
 - Focused on generating cash flow and profitability
-
- > Provisional H1 operating income up 3% versus 2002 H1
 - > Maintain objective of tangible operating income growth for full year in light of observed signs of recovery

LVMH

2003 H1 Sales

24 July 2003