

LVMH
MOËT HENNESSY • LOUIS VUITTON

LVMH H1 2006 Revenue

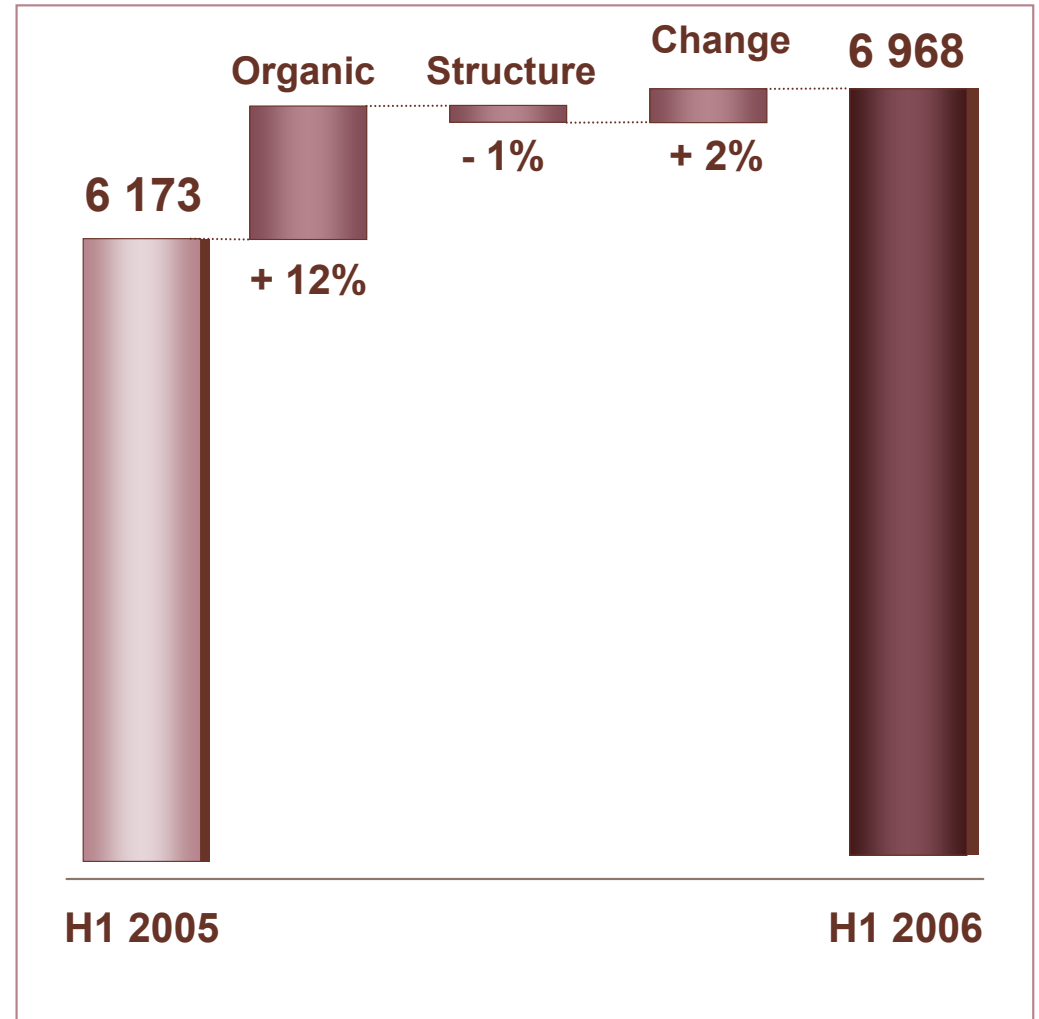
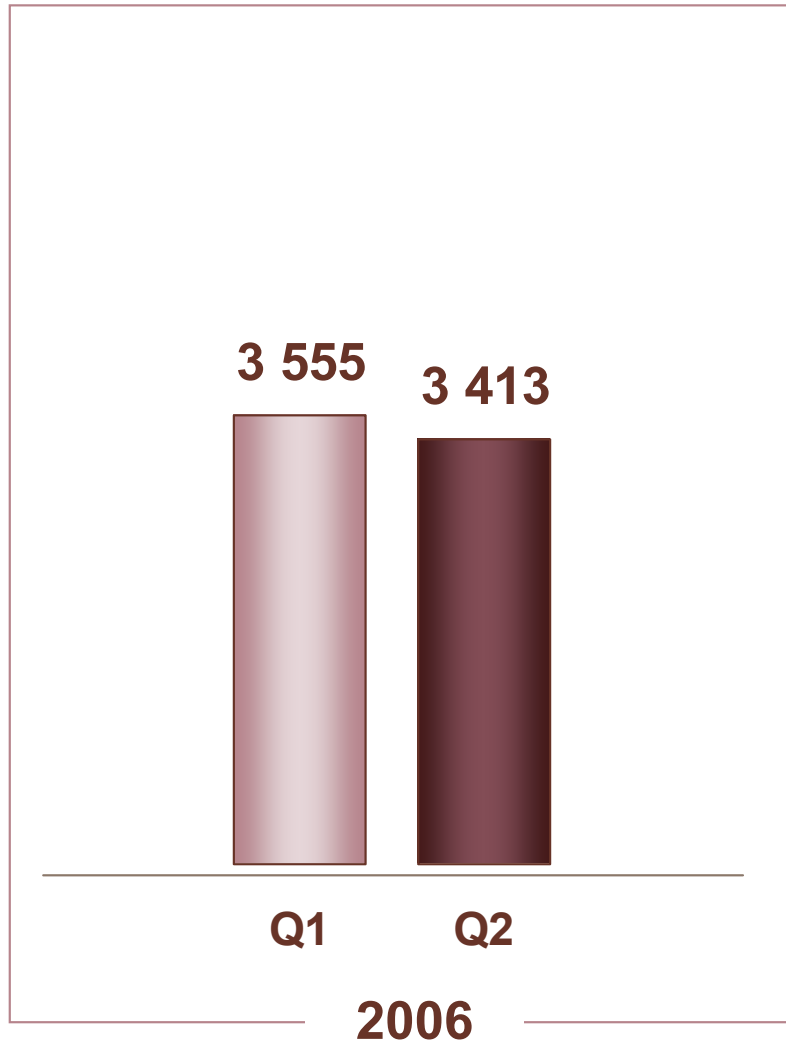
25 July 2006

H1 2006 revenue highlights

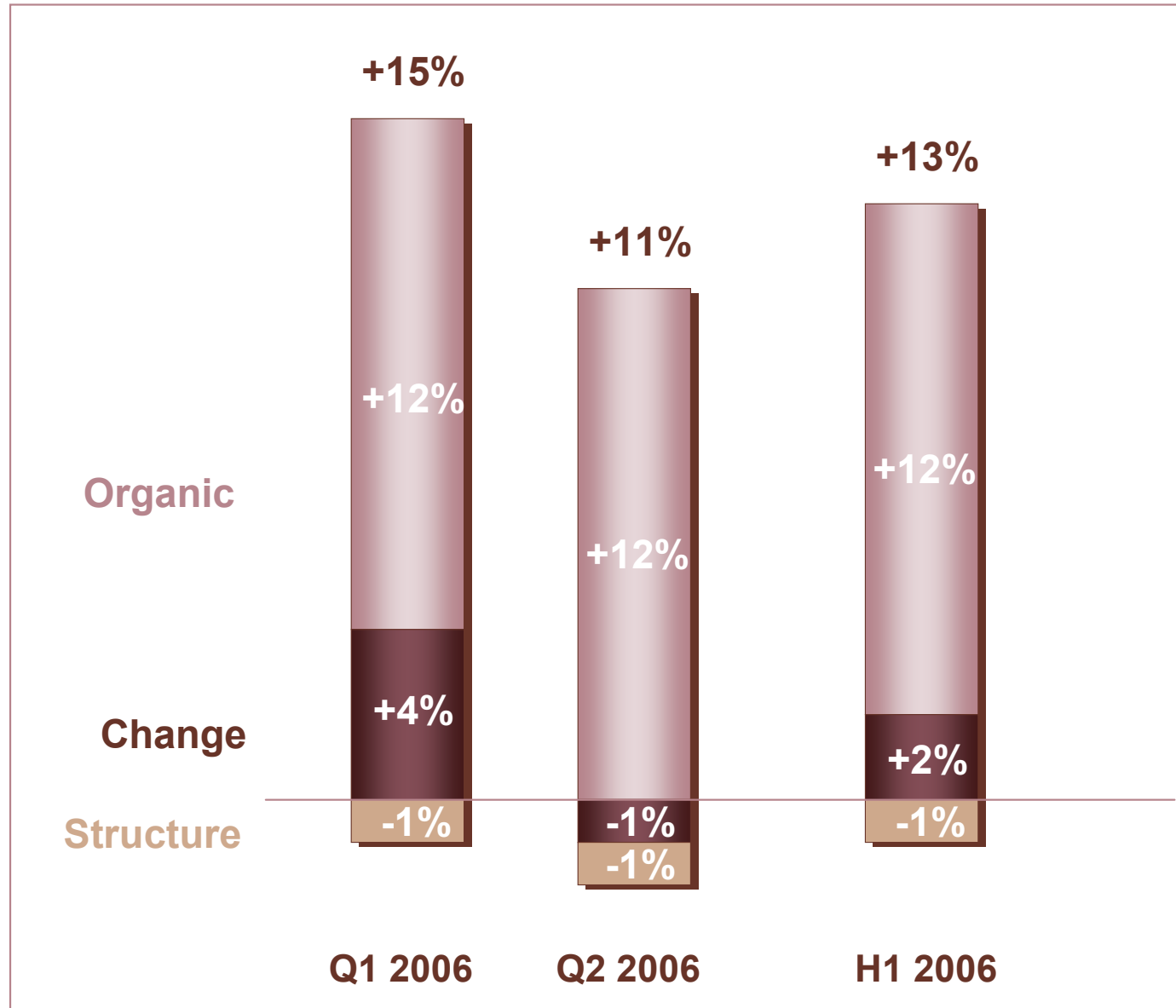
- Strong organic growth from all business groups
- Excellent performances in Asia and Europe
- Robust growth for Wines & Spirits
- Louis Vuitton continues double-digit growth
- Exceptional momentum at Fendi, Sephora and Watches & Jewelry

LVMH – H1 2006 revenue

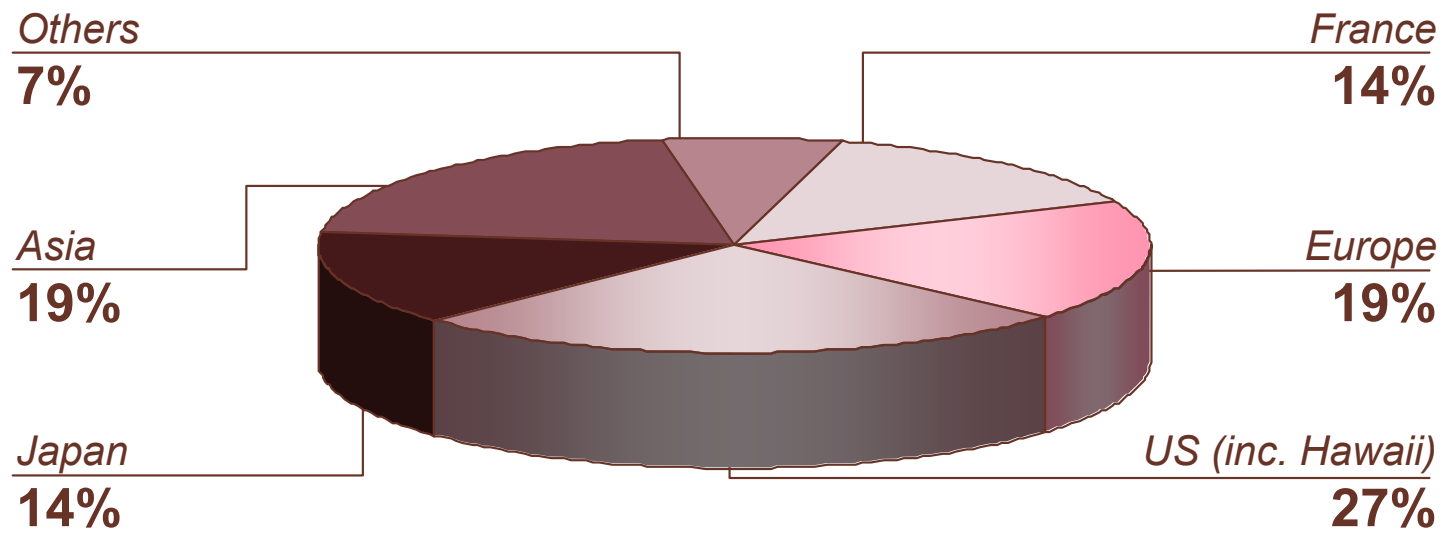
in millions of Euros



Quarterly revenue growth



H1 2006 revenue by region in Euros



H1 2006 revenue growth in mainland US in dollars

	H1 2006
Wines & Spirits	+6%
Fashion & Leather Goods	+8%
Perfumes & Cosmetics	+15%
Watches & Jewelry	+21%
Selective Retailing	+14%
Total LVMH Group	+11%

H1 2006 revenue growth in Japan in Yen

	H1 2006
Wines & Spirits	+20%
Fashion & Leather Goods	+4%
Perfumes & Cosmetics	+5%
Watches & Jewelry	+22%
Selective Retailing	+12%
Total LVMH Group	+7%

H1 2006 revenue growth in Asia (exc. Japan) in Euros

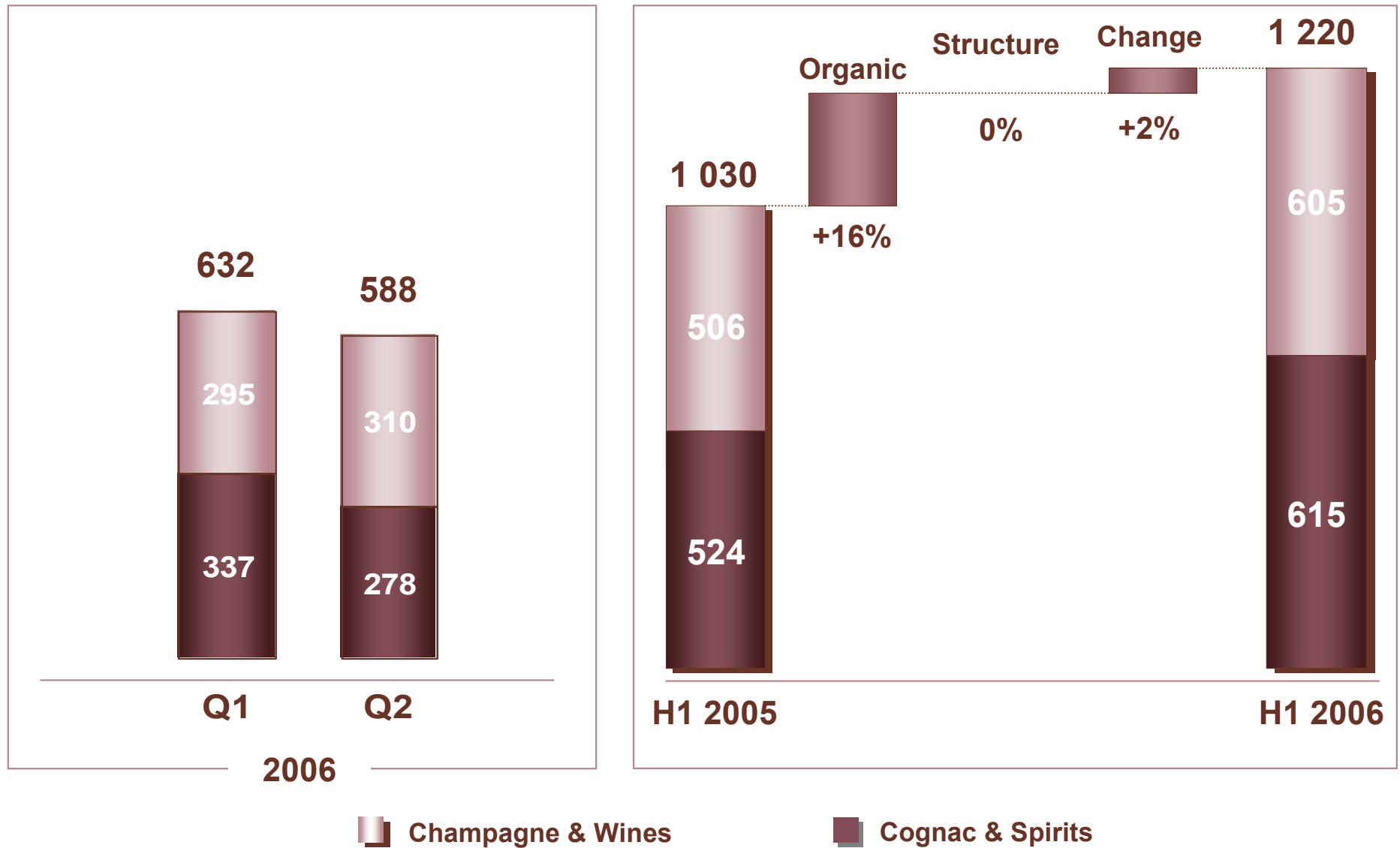
	H1 2006
Wines & Spirits	+34%
Fashion & Leather Goods	+22%
Perfumes & Cosmetics	+29%
Watches & Jewelry	+21%
Selective Retailing	+10%
Total LVMH Group	+21%

H1 2006 revenue growth in Europe in Euros

	H1 2006
Wines & Spirits	+20%
Fashion & Leather Goods	+20%
Perfumes & Cosmetics	+11%
Watches & Jewelry	+20%
Selective Retailing	+1%
Total LVMH Group	+13%

Wines & Spirits H1 2006 revenue

in millions of Euros



Wines & Spirits H1 2006 highlights

■ Champagne

- Champagne volumes up 10% in H1
- Rapid growth continues for Moët & Chandon and Dom Perignon in Japan
- Strong performance of Veuve Clicquot in Europe and the US

■ Wines

- Double-digit growth for Wine Estates

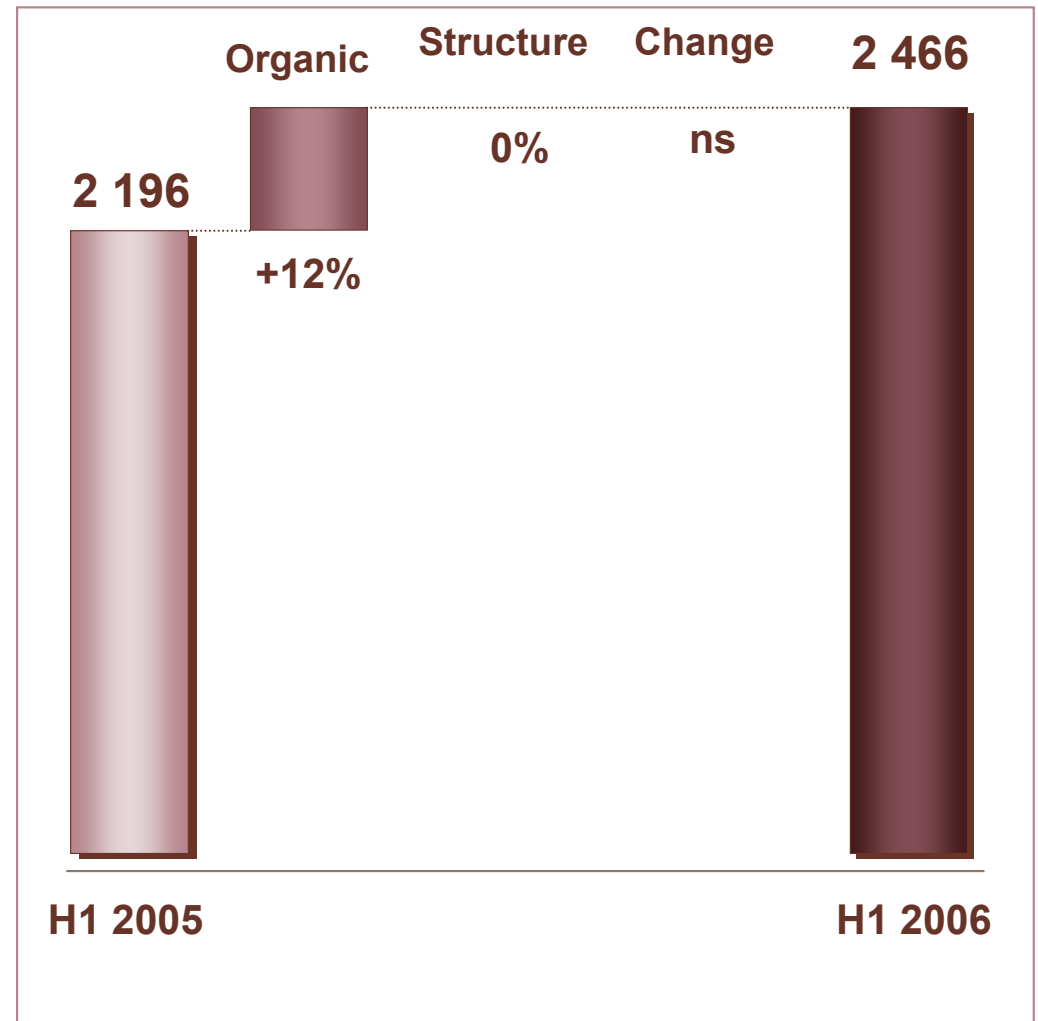
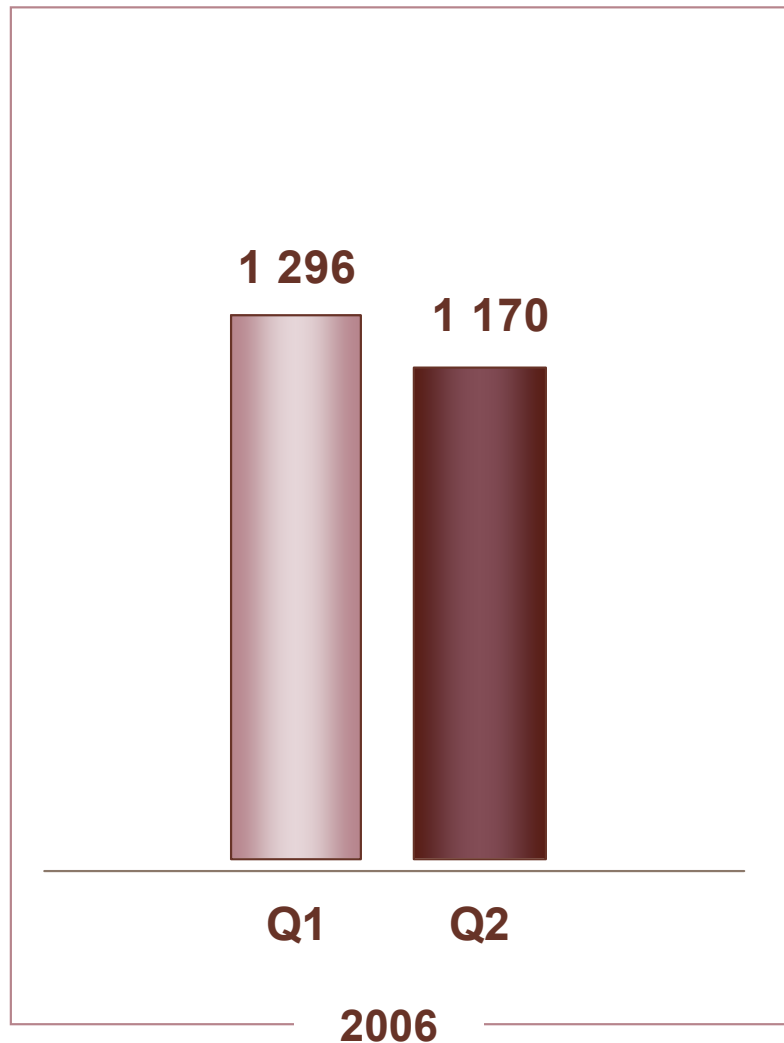
■ Cognac

- Hennessy volumes up 9% in H1
- Excellent performance in Asia, especially China
- XO and VSOP categories recorded best performances

- **Belvedere:** strong volume growth in H1, especially in the US

Fashion & Leather Goods H1 2006 revenue

in millions of Euros

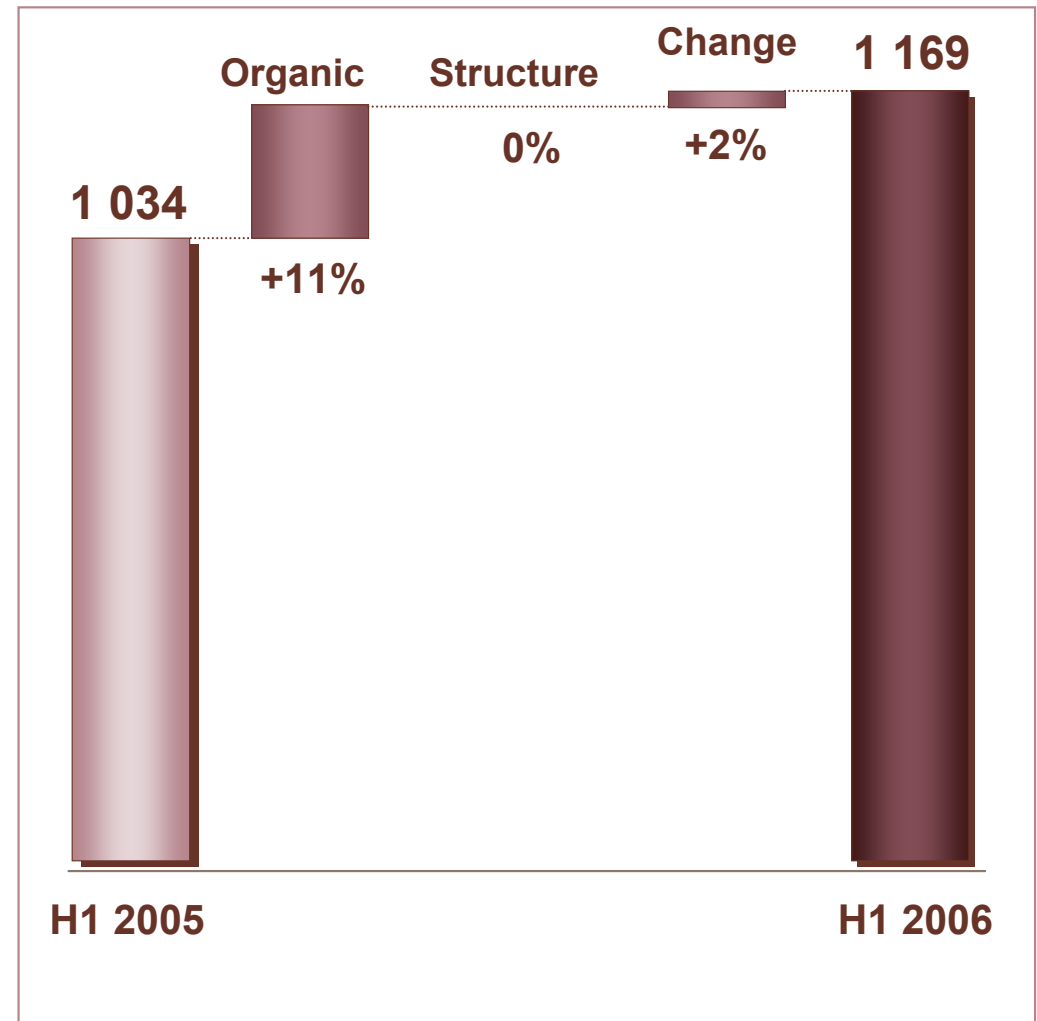
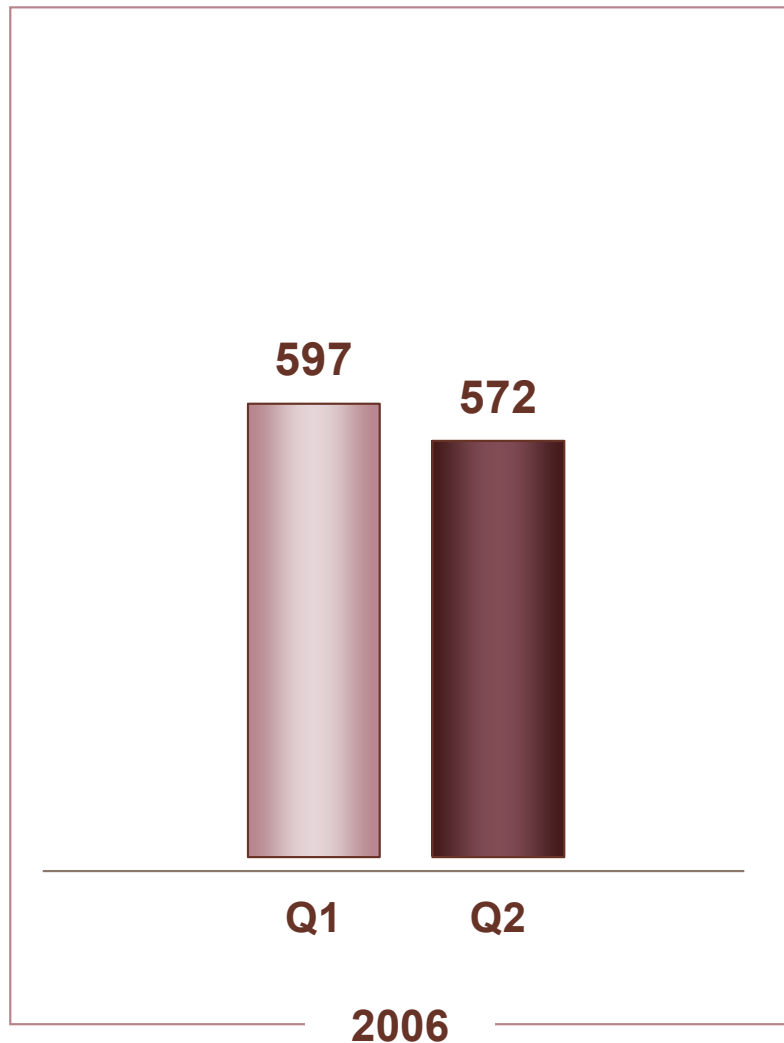


Fashion & Leather Goods H1 2006 highlights

- Louis Vuitton : double-digit organic revenue growth continues
 - Strong momentum in Europe and acceleration in Asia
 - Further strengthening of store network :
New “Maison” Taipei, Beijing Peninsula....
 - Sustained demand for new leather goods products : *Suede*, *Monogram perforé*, new *Denim* colors
- Good performances at other brands
 - Exceptional revenue growth at Fendi
 - Loewe success of *Esencia* line and *Loewe160* canvas handbag
 - Solid performance of DK driven by Collection

Perfumes & Cosmetics H1 2006 revenue

in millions of Euros

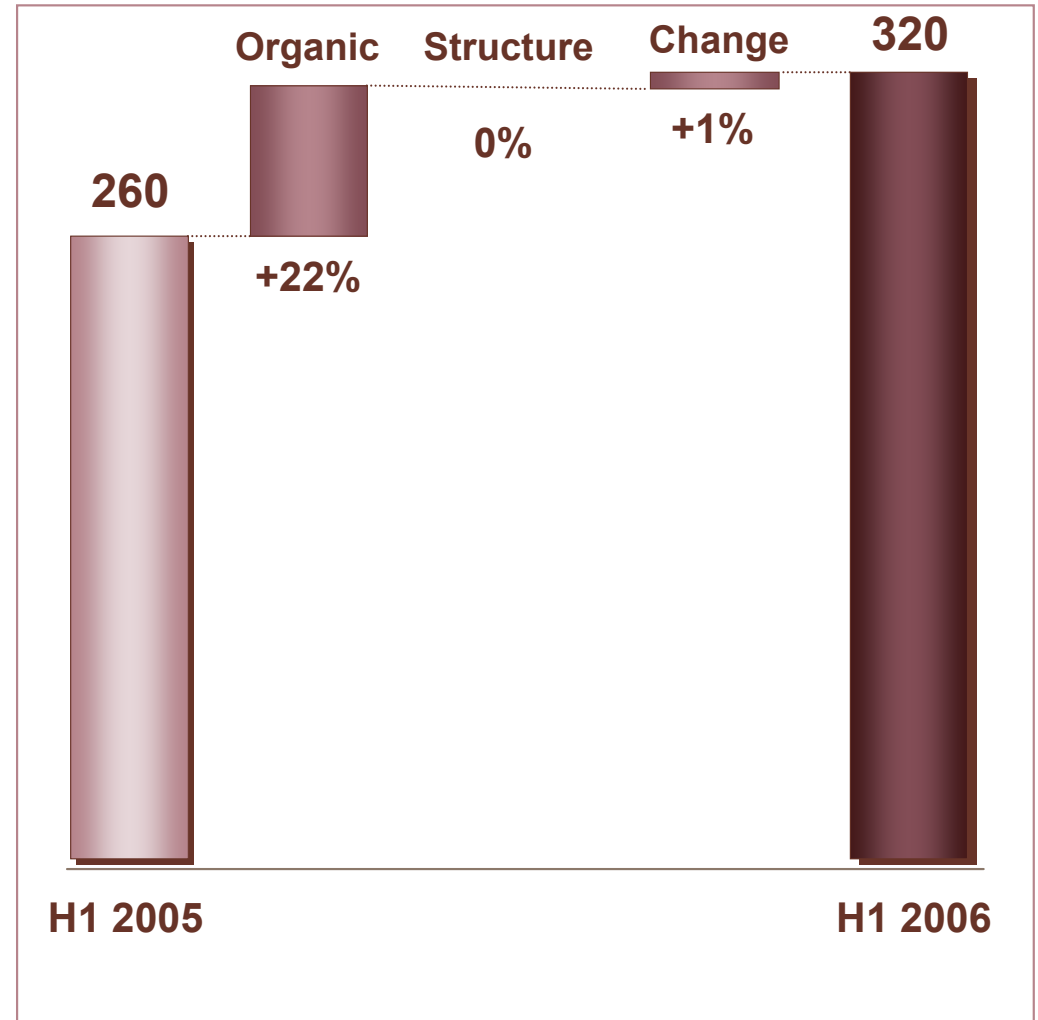
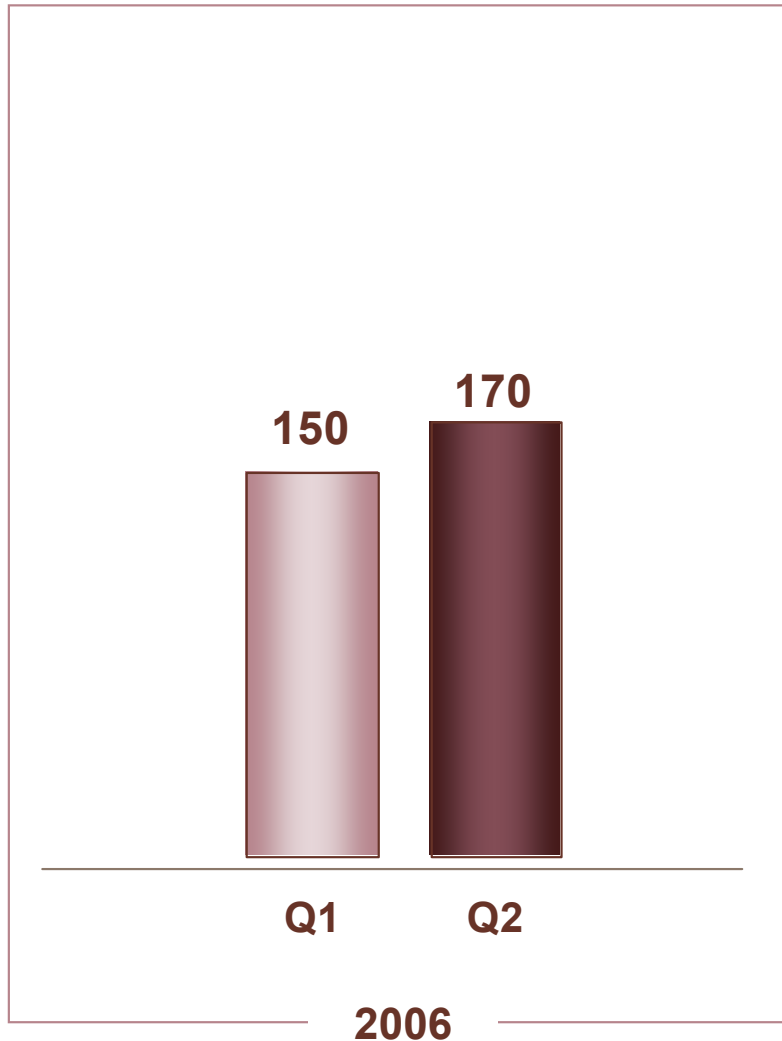


Perfumes & Cosmetics H1 2006 highlights

- **Parfums Christian Dior strong growth continues**
 - Market share gains aided by Fashion house success
 - Excellent performance in Asia, Europe and the US
 - Continued rapid growth of perfumes driven by *J'Adore*
 - *Capture* confirms its leadership in anti-aging category
 - Rapid growth of make-up lines; *Diorskin*, *Backstage* and *Addict*
- **Good progress of Guerlain**
 - Strong growth in Asia and Europe
 - Worldwide success of new *Orchidée Impériale* skincare line
 - Steady expansion of *KissKiss* line and good performance of *Terracotta*
- **Continued double-digit revenue growth at BeneFit, with particularly strong momentum in Asia and Europe**

Watches & Jewelry H1 2006 revenue

in millions of Euros

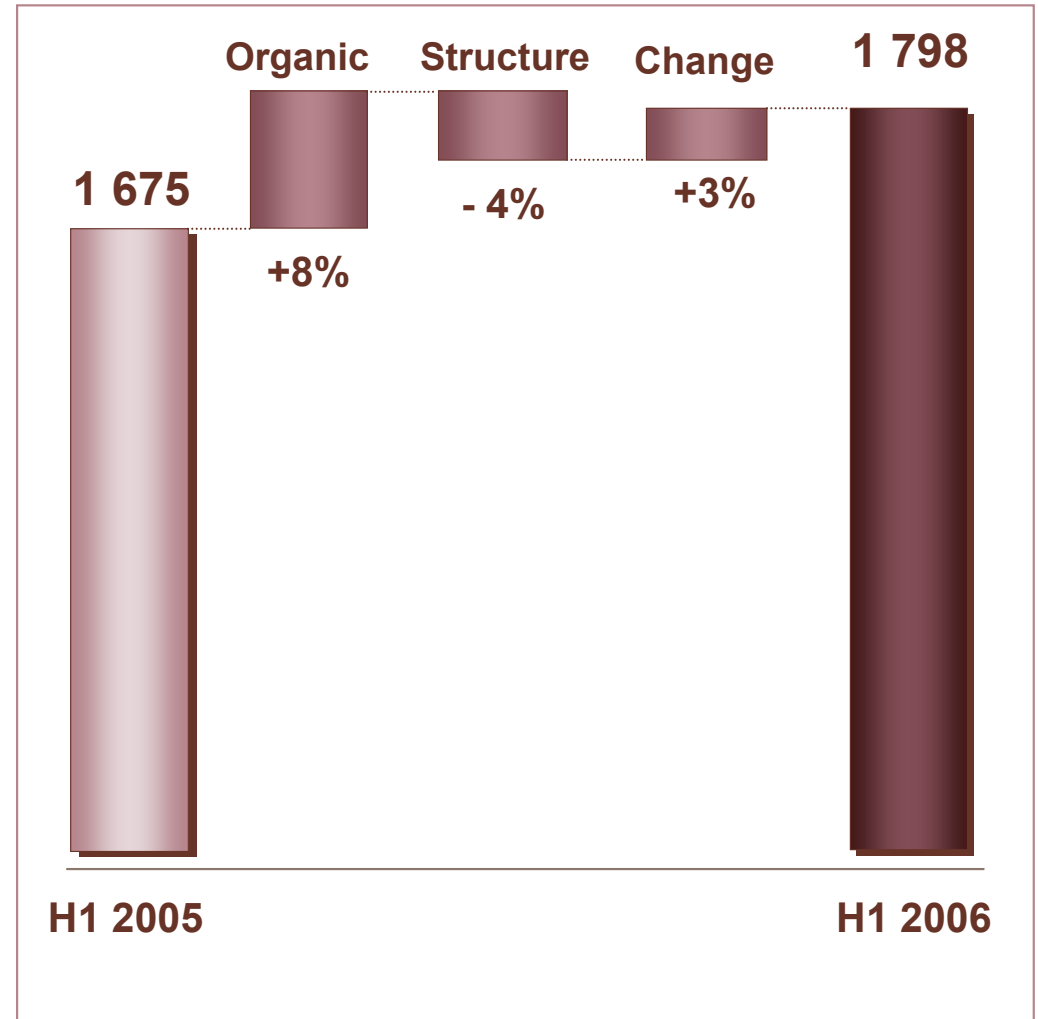
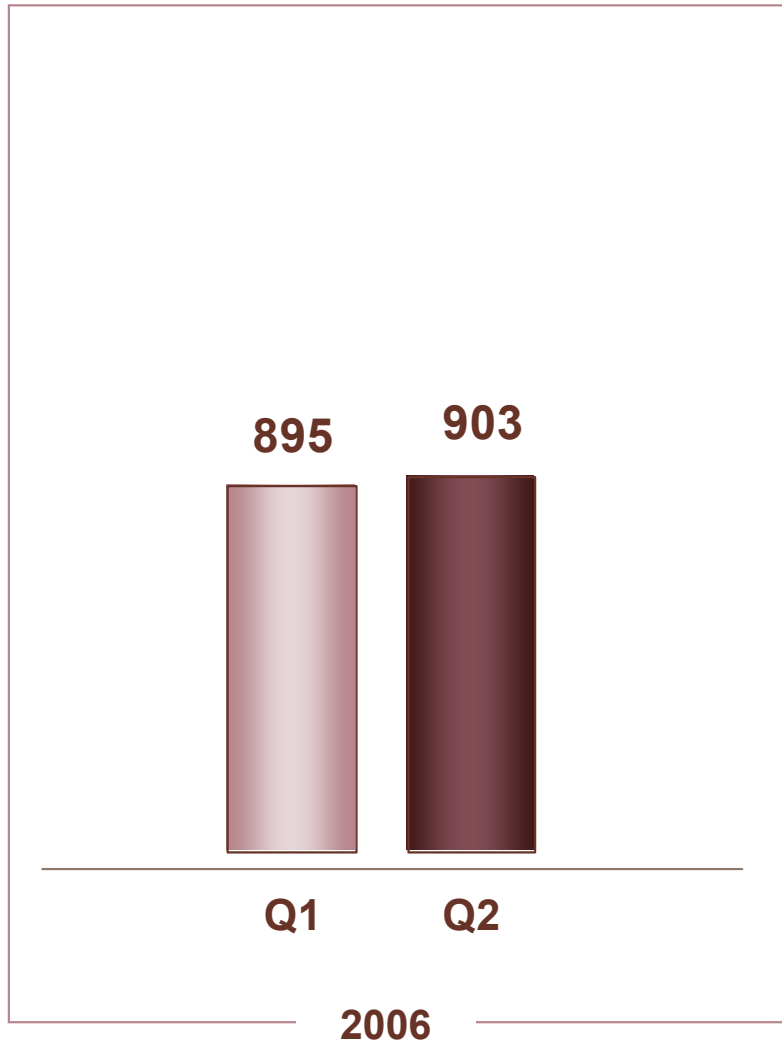


Watches & Jewelry H1 2006 highlights

- Another quarter of double-digit revenue growth at TAG Heuer
 - Excellent performance in the US, Europe and Asia
 - Success of *Carrera* and *Aquaracer* lines
- Launch of Zenith's new *Class Open* and *Defy* lines
- *Crystal* line drives rapid growth at Montres Dior
- Successful introduction of Chaumet's *Dandy Chronograph*

Selective Retailing H1 2006 revenue

in millions of Euros



Selective Retailing H1 2006 highlights

- **DFS** benefiting from rapid development of Chinese clientele
- Excellent performance of **Sephora** in Europe, especially in France
- Continued double-digit comparable store revenue growth at **Sephora US**
 - Solid performance of sephora.com
- Sephora opened first store in Beijing - China

H1 2006 revenue conclusion

- Continued double-digit organic revenue growth
- All business groups remain strong contributors
- Robust development of most brands, especially in Fashion & Leather goods
- Focus on star brands, innovative and quality products and improving profitability

**Confirm objective of very significant increase
in 2006 results**