

LVMH
Q1 2012 Revenue

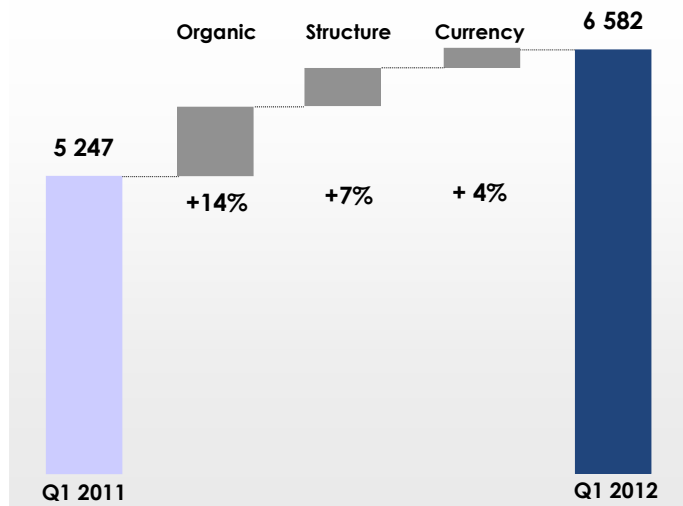
April 18, 2012

◆ Q1 2012 revenue highlights

- ◆ Double-digit organic revenue growth
- ◆ Stronger growth over already solid Q4 2011
- ◆ Positive currency impact
- ◆ Continued double-digit growth at Louis Vuitton
- ◆ All key regions showing positive trends
 - US and Asia performing strongly
 - Japan – recovery after earthquake
 - Steady growth in Europe in a mixed regional environment

Q1 2012 revenue

- In millions of Euros



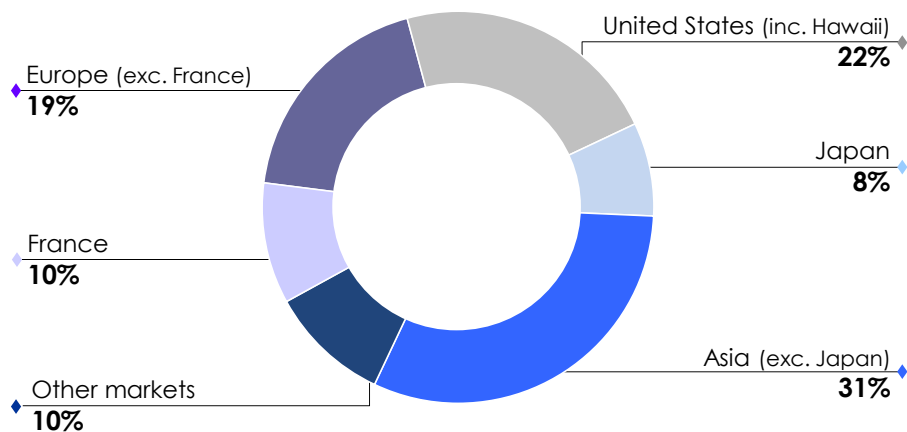
The determination of constant structure and currency impacts is presented in the Document de Référence 2011 on page 27

3

LVMH
MOËT HENNESSY LOUIS VUITTON

Q1 2012 revenue by region

- In Euros



4

LVMH
MOËT HENNESSY LOUIS VUITTON

Revenue change by region

Evolution in local currencies
versus same period of 2011 (on a same structure basis)

LVMH Group	Q1 2012
US*	+ 16 %
Japan	+ 12 %
Asia	+ 17 %
Europe	+ 10 %

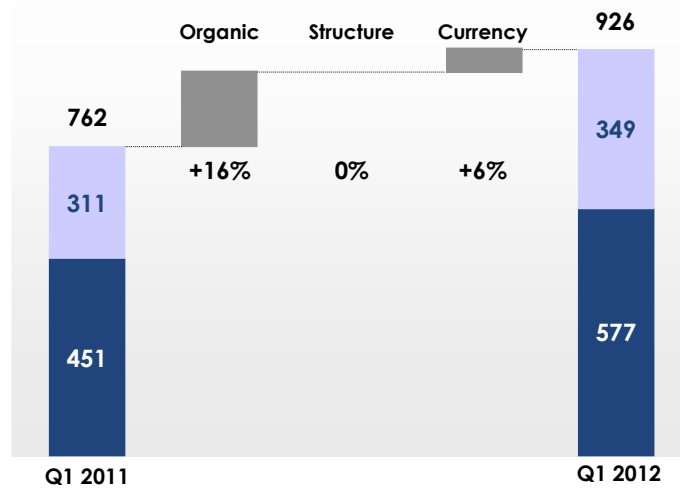
* excl. Hawaii

5

LVMH
MOËT HENNESSY, LOUIS VUITTON

Wines & Spirits Q1 2012 revenue - In millions of Euros

Champagne & Wines Cognac & Spirits



6

LVMH
MOËT HENNESSY, LOUIS VUITTON

Wines & Spirits Q1 2012 highlights

- ◆ Main growth regions in local currencies: Asia up 24%, Europe up 16%, Japan up 25%

Champagne and Wines

- ◆ Champagne volumes up 5 %
- ◆ Solid performance in Europe and Asia
- ◆ Continued progress of prestige cuvées
- ◆ Good start to the year for the Wines segment

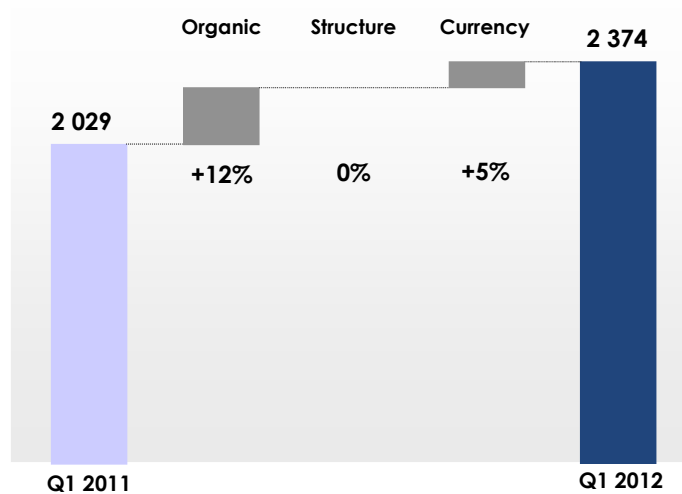
Cognac and Spirits

- ◆ Hennessy volumes up 9%, all qualities performing well
- ◆ Benefit of significant price increases
- ◆ Continued strong momentum in China
- ◆ Robust volume growth and mix improvement for other Spirits

7

LVMH
MOËT HENNESSY, LOUIS VUITTON

Fashion & Leather Goods Q1 2012 revenue - In millions of Euros



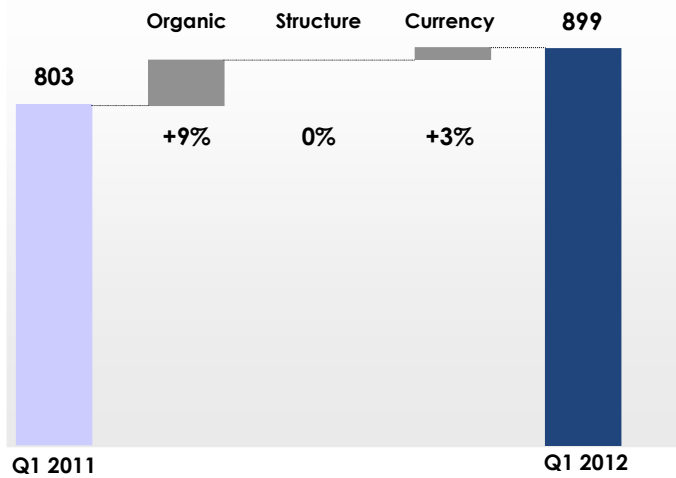
8

LVMH
MOËT HENNESSY, LOUIS VUITTON

Fashion & Leather Goods Q1 2012 highlights

- ◆ Main growth regions in local currencies: US up 18%, Europe up 12%, Japan up 11%
- ◆ Louis Vuitton: double-digit revenue growth
 - Steady growth for historic Monogram and Damier lines
 - Good performance of new colors in the Epi line
 - Strengthened brand's image through new exhibition on Marc Jacobs creative work
 - Successful opening of first Italian "Maison" in Rome
- ◆ Steady progress of Fendi and Donna Karan
- ◆ Continued strong growth at other brands, notably Céline

Perfumes & Cosmetics Q1 2012 revenue - In millions of Euros



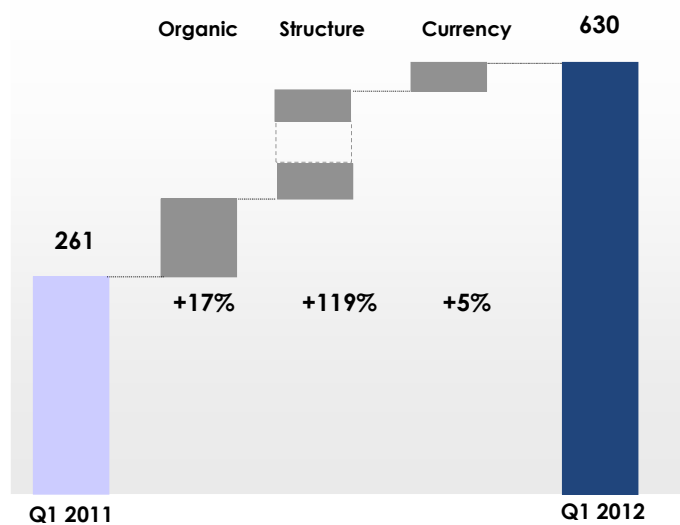
Perfumes & Cosmetics Q1 2012 highlights

- ◆ Main growth regions in local currencies: Asia up 15%, US up 27%
- ◆ Parfums Christian Dior: continued good momentum of *J'adore*, *Miss Dior* and *Dior Homme* iconic fragrances
- ◆ Guerlain: successful launch of *La Petite Robe Noire* perfume and solid performance of *Orchidée Impériale* skincare line
- ◆ Parfums Givenchy: well received advertising campaign for *Very Irresistible Electric Rose*
- ◆ Kenzo: new *Kenzo Homme sport* began its roll-out in Europe
- ◆ Continued strong momentum at Benefit and Make Up For Ever

11

LVMH
MOËT HENNESSY, LOUIS VUITTON

Watches & Jewelry Q1 2012 revenue - In millions of Euros



12

LVMH
MOËT HENNESSY, LOUIS VUITTON

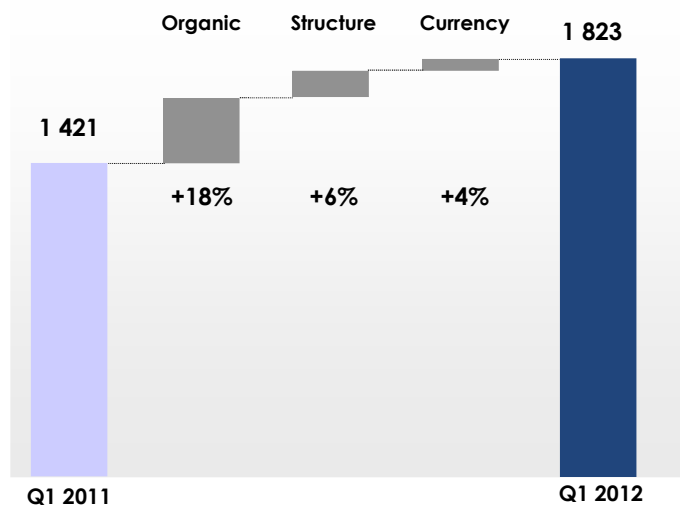
Watches & Jewelry Q1 2012 highlights

- ◆ Main growth regions in local currencies: Asia up 18%, US up 12%, Europe up 29%, Japan up 21%
- ◆ Record orders at combined Geneva/Baselworld fairs
- ◆ Continued focus on industrial integration
- ◆ TAG Heuer: Introduction of Link Lady with Cameron Diaz
- ◆ Hublot: Continued success of Classic Fusion
- ◆ Zenith: El Primero Open
- ◆ Bulgari: Robust growth in all categories
- ◆ Double-digit growth at Chaumet and Fred

13

LVMH
MOËT HENNESSY, LOUIS VUITTON

Selective Retailing Q1 2012 revenue - In millions of Euros



14

LVMH
MOËT HENNESSY, LOUIS VUITTON

Selective Retailing Q1 2012 highlights

- ◆ Main growth regions in local currencies: Asia up 26%, Europe up 10%, US up 18%

DFS

- ◆ Continued strong momentum in tourist flows, especially in Asian destinations
- ◆ Expansion of product offering and customer services
- ◆ Excellent performance in Hong Kong, Macau and Singapore
- ◆ Ongoing construction of new Hysan Hong Kong Galleria - to open before end of 2012

Sephora

- ◆ Market share gains in all regions
- ◆ Solid comparable store revenue growth in all regions
- ◆ Continued expansion of store network; new stores in Brazil and Scandinavia to open soon
- ◆ Rapid growth of online sales
- ◆ Innovative services drive store performance

15

LVMH
MOËT HENNESSY, LOUIS VUITTON

Q1 2012 revenue summary

- ◆ Good start to the year
 - Strong demand across business groups
- ◆ Uncertain economic environment in Europe
- ◆ Focus on innovative and quality products, selective store network expansion

Objective in 2012: to continue to increase our leadership in the global high quality products market

16

LVMH
MOËT HENNESSY, LOUIS VUITTON