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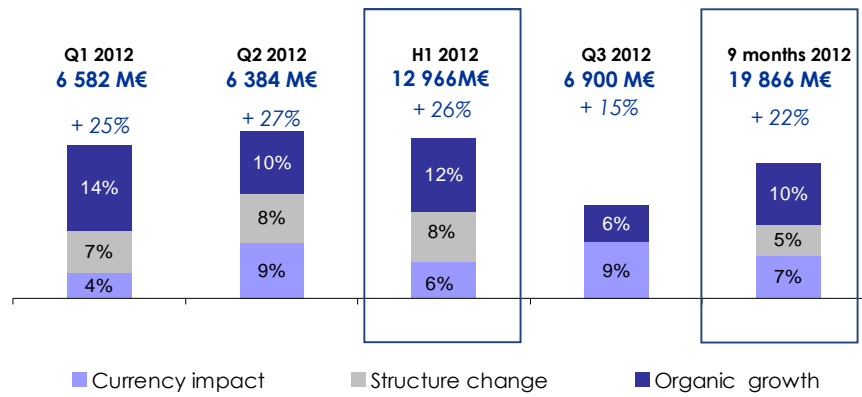
## LVMH Q3 2012 Revenue

October 16, 2012

### 9 months 2012 revenue highlights

- ◆ Double-digit revenue growth for all business groups
- ◆ Positive currency impact
- ◆ Good performance in Q3 despite challenging economic environment
- ◆ Sustained momentum in the US and continued progress in Europe and Asia, despite a mixed business climate
- ◆ Good momentum at Louis Vuitton and strong development of other fashion brands
- ◆ Healthy inventory levels at retailers for Champagne and Watches

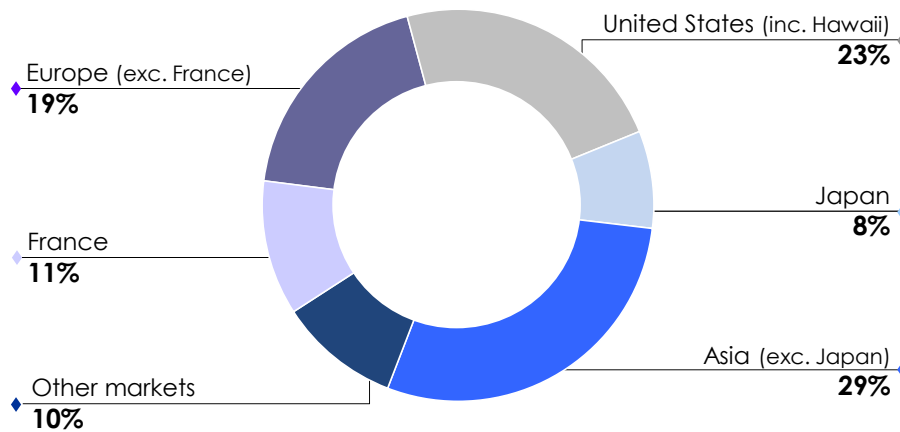
## 2012 quarterly evolution of revenue



The principles under which the effects of exchange rate fluctuations and changes in the scope of consolidation are determined are described on page 9 of 2012 Interim Financial Report.

## 9 months 2012 revenue by region

- In Euros



## Revenue change by region

Organic revenue growth versus same period in 2011

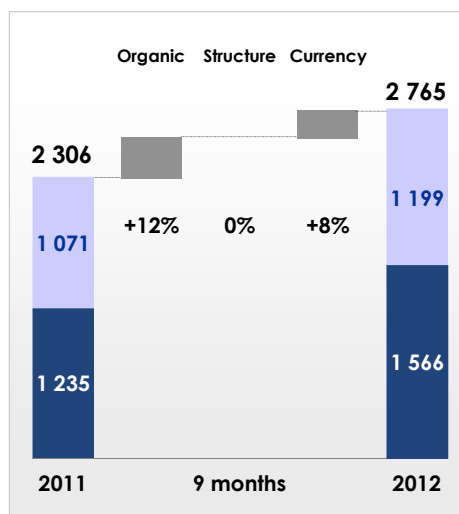
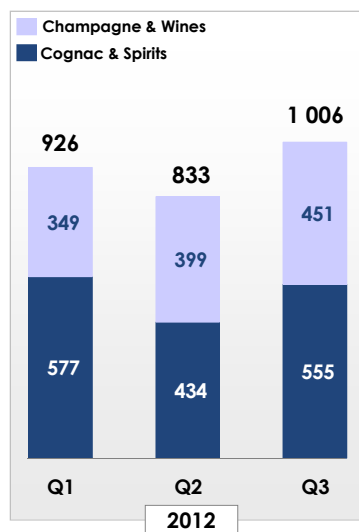
LVMH Group	First 9 months 2012
US*	+ 12 %
Japan	+ 7 %
Asia	+ 11 %
Europe	+ 7 %

\* exc. Hawaii

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## Wines & Spirits 9 months 2012 revenue - In millions of Euros



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## Wines & Spirits 9 months 2012 highlights

- ◆ Main growth regions (organic revenue): Asia up 24%, Europe up 6%, Japan up 11%, US up 4%

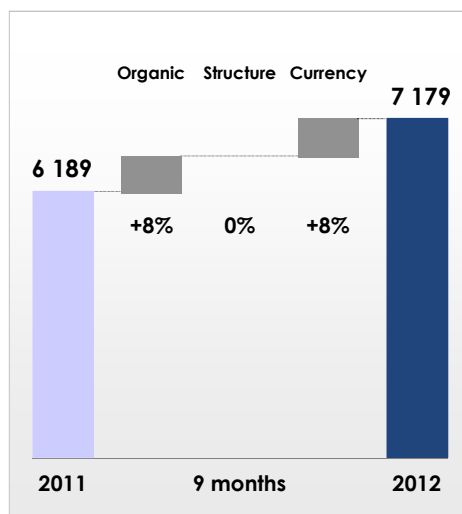
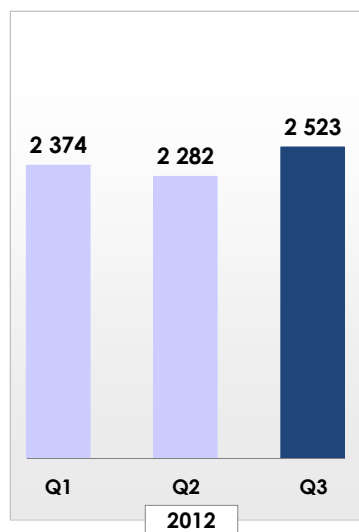
### Champagne and Wines

- ◆ Champagne volumes up 4%
- ◆ Sustained level of consumer demand
- ◆ Optimized inventory level at distributors
- ◆ Continued good momentum of Estates & Wines sparkling wines

### Cognac and Spirits

- ◆ Hennessy volumes up 6%
- ◆ Continued to benefit from past price increases
- ◆ Strong momentum in China

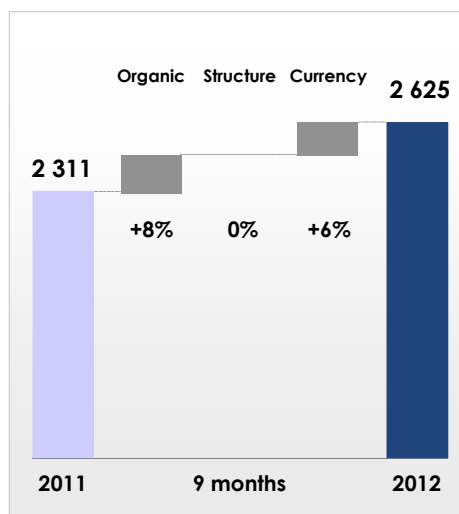
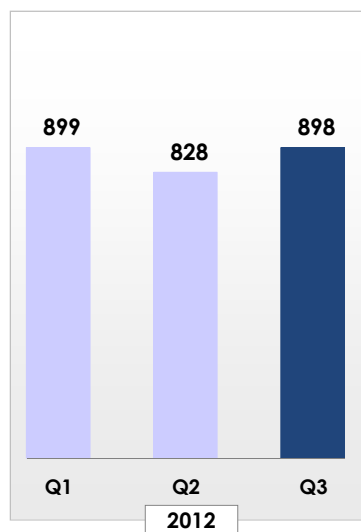
## Fashion & Leather Goods 9 months 2012 revenue - In millions of Euros



## Fashion & Leather Goods 9 months 2012 highlights

- ◆ Main growth regions (organic revenue): US up 14 %, Asia up 5%, Europe up 9%, Japan up 6%
- ◆ Louis Vuitton: double-digit revenue growth
  - Good momentum in US and Europe, more moderate growth in Asia
  - All product segments contributed to its performance
  - Monogram Empreinte and Epi products performing strongly
  - Success of pop-up stores developed in collaboration with Yayoi Kusama
  - Opening in Shanghai of first Louis Vuitton Maison in China with fashion show
  - First boutique and workshop for High-End Jewelry opened in Paris
- ◆ Céline: exceptional performance across all regions and for all product lines, especially the leather goods segment
- ◆ Fendi: launch of *The 2jours* bag and continued qualitative store expansion
- ◆ Givenchy, Loewe and Marc Jacobs performing strongly

## Perfumes & Cosmetics 9 months 2012 revenue - In millions of Euros



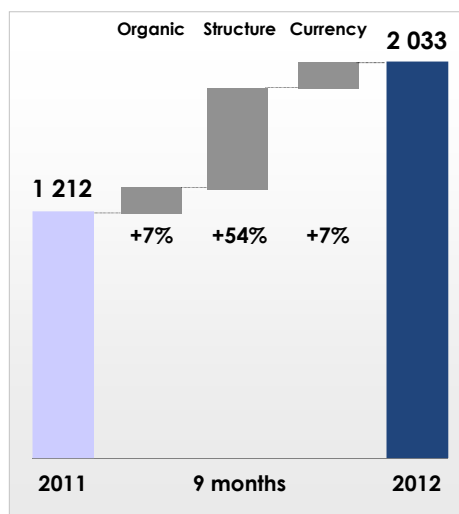
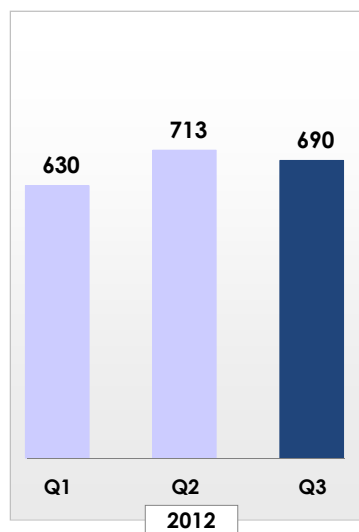
## Perfumes & Cosmetics 9 months 2012 highlights

- ◆ Main growth regions (organic revenue):  
US up 12 %, Asia up 14%, Europe up 5%, Japan up 8%
- ◆ Parfums Christian Dior
  - Continued strong momentum of its iconic fragrance *J'adore*
  - Roll-out of *Dior Addict* fragrance supported by new communication
  - Continued growth of high-end skincare *Prestige*
- ◆ Guerlain: successful international launch of *La Petite Robe Noire* and continued solid performance of *Orchidée Impériale*
- ◆ Parfums Givenchy: enlarged makeup distribution
- ◆ Benefit: *they're Real* mascara and new foundation *Hello Flawless* driving strong growth
- ◆ Fresh: strong breakthrough in Asia with first opening in China

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## Watches & Jewelry 9 months 2012 revenue - In millions of Euros



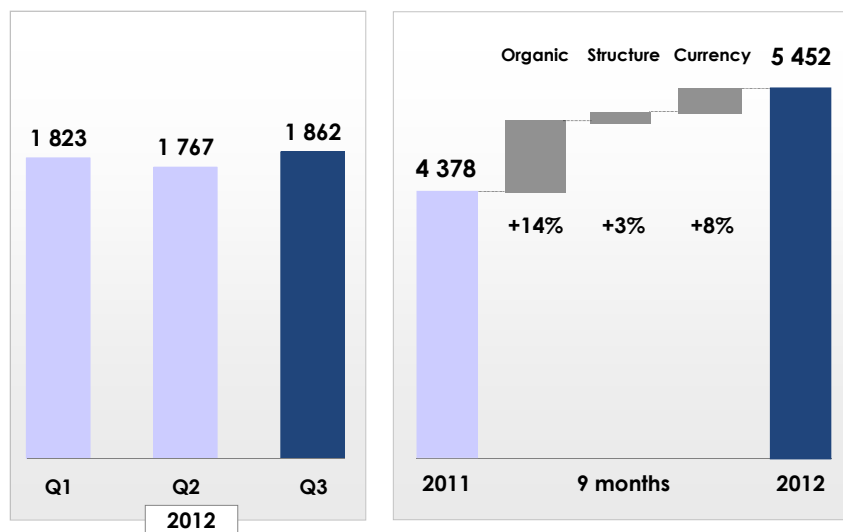
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## Watches & Jewelry 9 months 2012 highlights

- ◆ Main growth regions (organic revenue): US up 5%, Europe up 18%, Japan up 12%
- ◆ Slowdown in demand in Asia and US while Europe still performing strongly, partly driven by tourism
- ◆ Optimized level of inventories at retailers
- ◆ Bulgari (full consolidation since June 30, 2011): launch of *Octo* watch strengthening male product offering, good momentum of iconic *Serpenti* and *B.Zero 1* lines, qualitative improvements to distribution
- ◆ TAG Heuer: international roll-out in Q3 of new *Link Lady* model and *Aquaracer Ceramic*
- ◆ Hublot: continued strong performance of *King Power* and *Classic Fusion* lines
- ◆ Zenith: launch of new *Pilot* line and Manufacture renovation completed
- ◆ Chaumet, De Beers and Fred: sustained momentum in owned stores

## Selective Retailing 9 months 2012 revenue - In millions of Euros



## Selective Retailing 9 months 2012 highlights

- ◆ Main growth regions (organic revenue):  
Asia up 17%, Europe up 8%, US up 14%

### DFS

- ◆ Third Galleria opened in Hong Kong
- ◆ First phase of expansion at Macau Four Seasons nearing completion
- ◆ New Hong Kong airport concessions awarded in Q3

### SEPHORA

- ◆ Continued market share gains
- ◆ Comparable store revenue growth in all key regions
- ◆ Strong online sales performance in US and France
- ◆ First store opened in Brazil and Sack's site transformed into Sephora.com
- ◆ Network of 1,367 stores at end Sept. 2012 (+110 vs Sept. 2011)

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## 9 months 2012 revenue summary

- ◆ Continued growth in Q3 shows good resilience of LVMH in a challenging economic environment
- ◆ All regions and business groups contributed to Q3 growth
- ◆ Focus on innovative, high-quality products, selective store network expansion, cost management

Objective in 2012: continue to increase LVMH's leadership in the worldwide luxury goods market

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