

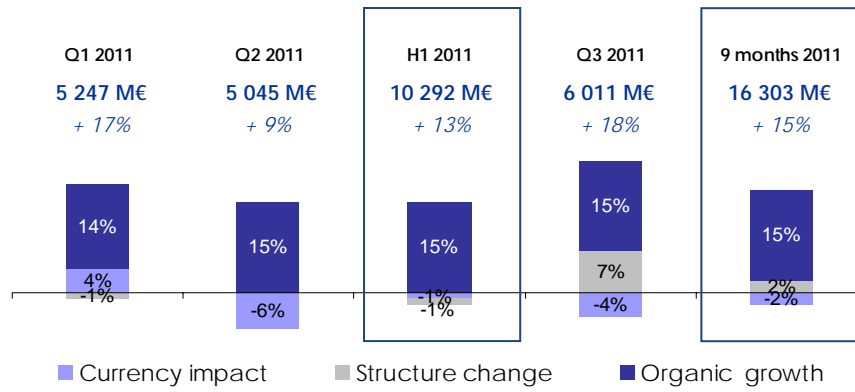
LVMH Q3 2011 Revenue

October 18, 2011

9 months 2011 revenue highlights

- ◆ Double-digit organic revenue growth for all business groups
- ◆ Confirmation in Q3 of excellent trends seen since beginning of the year
- ◆ Sustained growth in Asia, US and Europe and recovery in Japan
- ◆ Continued exceptional momentum at Louis Vuitton
- ◆ Strong development of other fashion brands
- ◆ Confirmation of solid demand and optimized inventory levels at retailers for Champagne and Watches
- ◆ Integration of Bulgari in Q3

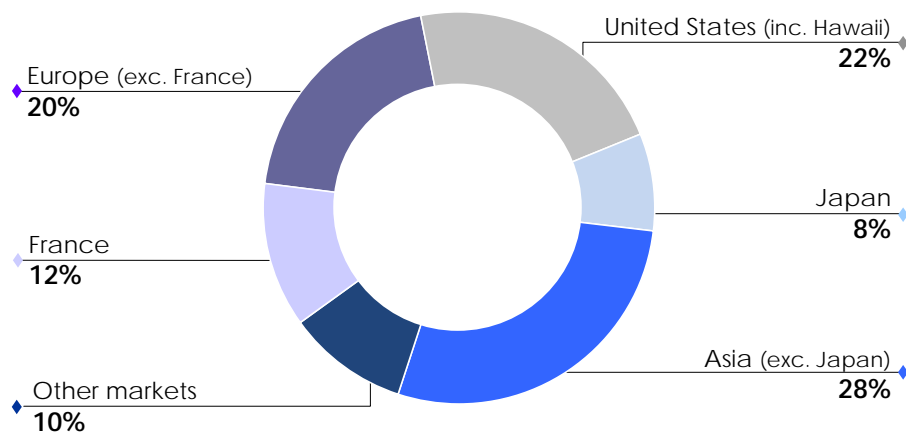
2011 quarterly evolution of revenue



The principles under which the effects of exchange rate fluctuations and changes in the scope of consolidation are determined are described on page 8 of 2011 Interim Financial Report.

9 months 2011 revenue by region

- In Euros



Revenue change by region

Evolution in local currencies versus same period in 2010
(excluding Bulgari integration)

LVMH Group	First 9 months 2011
US*	+ 18 %
Japan	- 3 %
Asia	+ 27 %
Europe	+ 7 %

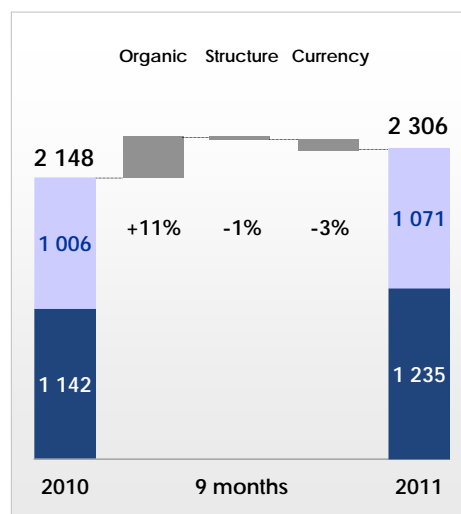
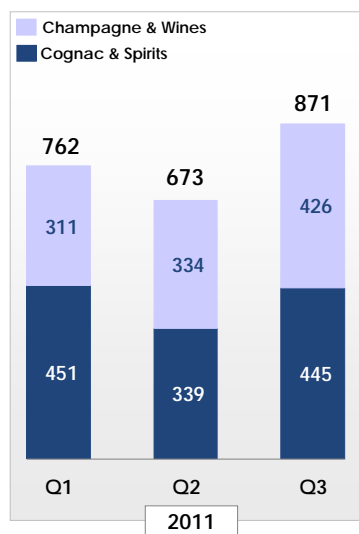
* exc. Hawaii

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Wines & Spirits

9 months 2011 revenue - In millions of Euros



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Wines & Spirits 9 months 2011 highlights

- ◆ Revenue by region (in local currencies) year to date:
Asia +28%, US +1%, Europe +2% (exc. Montaudon)

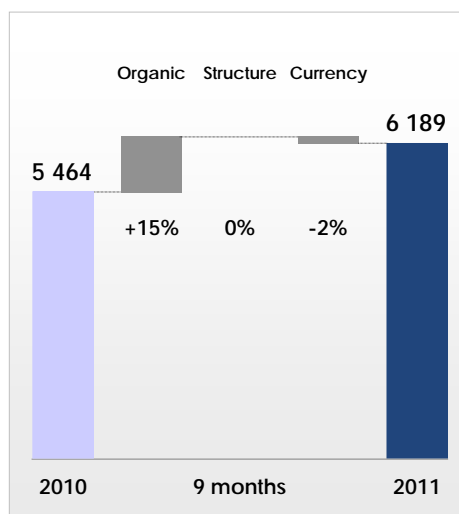
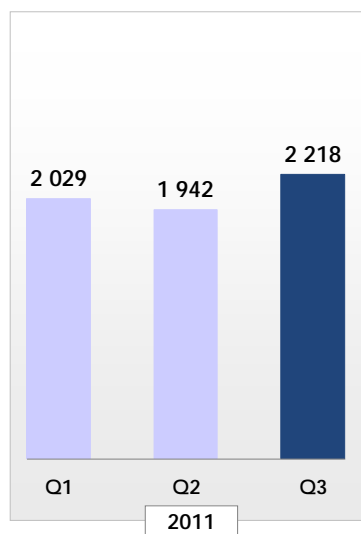
Champagne and Wines

- ◆ Champagne volumes up 6% on a comparable basis
- ◆ Sustained consumer demand in Q3
- ◆ Optimized inventory level at distributors
- ◆ Strong momentum of prestige cuvées
- ◆ Solid growth of Estates & Wines sparkling wines

Cognac and Spirits

- ◆ Hennessy volumes up 8%
- ◆ Positive impact of price increases
- ◆ Favorable product mix
- ◆ Strong performance in China

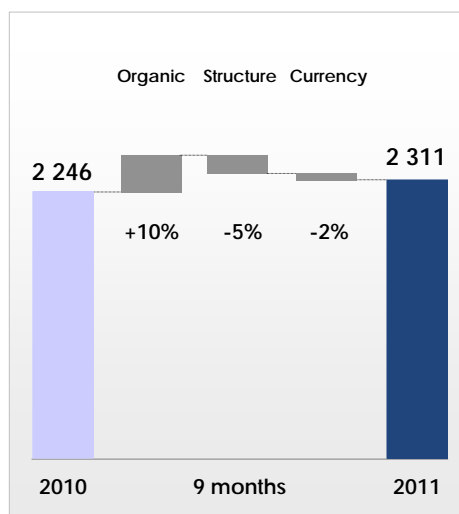
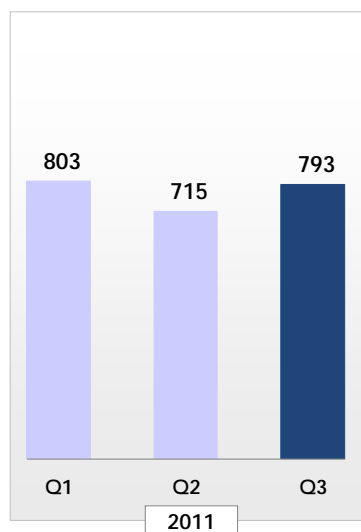
Fashion & Leather Goods 9 months 2011 revenue - In millions of Euros



Fashion & Leather Goods 9 months 2011 highlights

- ◆ Revenue by region (in local currencies):
Asia +24%, US +26%, Europe +11%
- ◆ Louis Vuitton: double-digit organic revenue growth
 - Excellent momentum in US, Asia and Europe
 - All product segments contributing to its strong performance
 - Increasing popularity of leather lines and continued strong momentum of classical lines
 - New "Haute maroquinerie" line with personalization service
 - Opening of Louis Vuitton Island Maison in Singapore and new enlarged store in Milan
- ◆ Further solid growth at Fendi - both at retail and wholesale
- ◆ Strong progress of Donna Karan
- ◆ Céline, Givenchy, Loewe benefiting from creative momentum

Perfumes & Cosmetics 9 months 2011 revenue - In millions of Euros



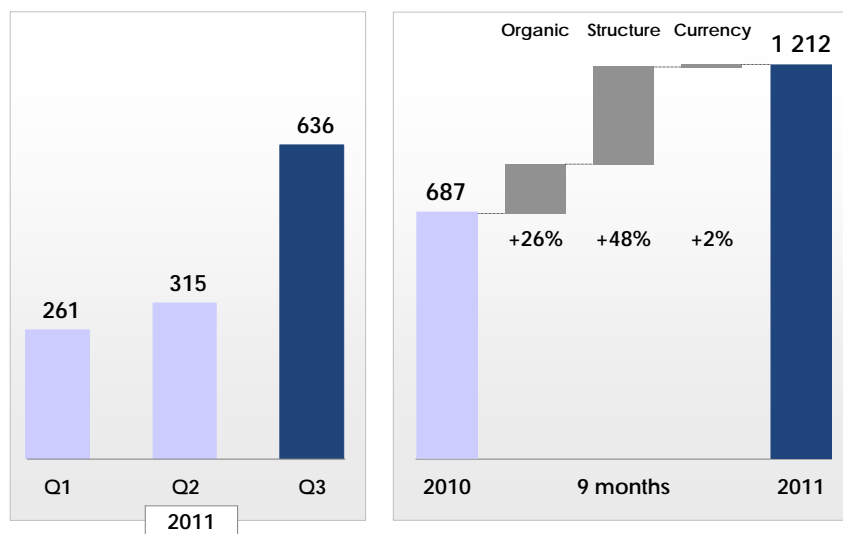
Perfumes & Cosmetics 9 months 2011 highlights

- ◆ Revenue by region (in local currencies):
Asia +20%, US +20%
- ◆ Parfums Christian Dior
 - Continued strong momentum of iconic perfumes, in particular *Dior Homme* and *J'adore*
 - Rapid development of *Dior Addict lipstick*
 - Mélanie Laurent, new muse for *Hypnotic Poison* fragrance
- ◆ Guerlain: successful international launch of *Shalimar Parfum Initial* and solid progress of skincare lines
- ◆ Parfums Givenchy: good growth fueled by *Very Irresistible* and initial roll out of new fragrance *Dahlia Noir*
- ◆ Benefit: continued double-digit revenue growth and successful launch of *They're Real* mascara

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Watches & Jewelry 9 months 2011 revenue - In millions of Euros



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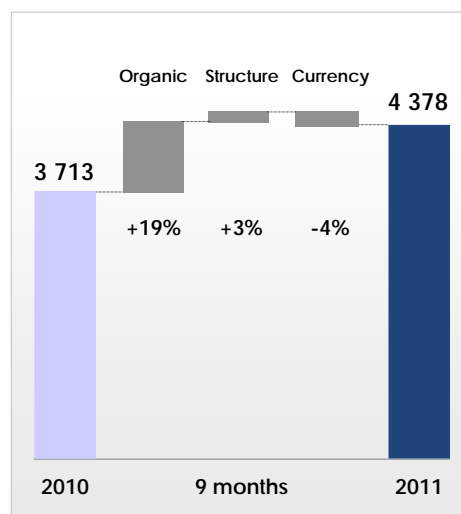
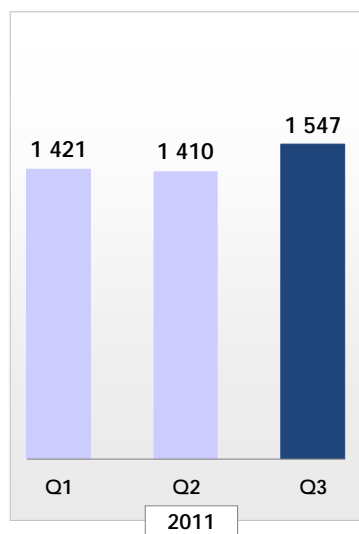
Watches & Jewelry 9 months 2011 highlights

- ◆ Revenue by region (in local currencies and exc. Bulgari):
Asia +49%, US +29%, Europe +21%
- ◆ Bulgari
 - Full consolidation as of June 30, 2011
 - Success of the mandatory public tender offer
 - Continued dynamic growth in all categories
- ◆ TAG Heuer
 - Strong growth of iconic lines and new jewelry model in *Formula 1 Ceramic* line
 - Launch of new *LINK* watch
- ◆ Hublot: Successful roll-out of *Classic fusion* collection and continued good momentum of *King Power* line
- ◆ Zenith: Good performance of *El Primero* and *Captain* lines
- ◆ Chaumet, De Beers and Fred: strong momentum in owned stores

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Selective Retailing 9 months 2011 revenue - In millions of Euros



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Selective Retailing 9 months 2011 highlights

- ◆ Revenue by region (in local currencies):
Asia +34%, US +19%, Europe +10% (exc. Ile de Beauté)

DFS

- ◆ Strong growth of Asian travelers
- ◆ Excellent momentum in Hong Kong, Singapore and Macau
- ◆ Good performance at Japanese destinations

Sephora

- ◆ Market share gains
- ◆ Comparable store revenue growth in all regions
- ◆ Good online sales performance
- ◆ Confirmed success in new territories
- ◆ Accelerated expansion of store network in H2

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9 months 2011 revenue summary

- ◆ Confirmed strong revenue growth in Q3
- ◆ All regions contributing to Q3 growth
- ◆ Focus on innovative and quality products, selective store network expansion, cost management

Objective in 2011: continue to increase LVMH's leadership in the worldwide luxury goods market

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