

LVMH

MOËT HENNESSY • LOUIS VUITTON

ORGANIC REVENUE GROWTH OF 13% IN THE FIRST QUARTER

Paris, 13 April 2010

LVMH Moët Hennessey Louis Vuitton, the world's leading luxury products group, recorded revenue of €4.5 billion in the first quarter of 2010. Organic growth* stood at 13% compared to the same period in 2009. The Group continues to perform well in Asia and has seen a strong rebound in the United States and Europe.

All of the business groups recorded double-digit organic revenue growth. Wines & Spirits and Watches & Jewelry both benefited from the end of destocking by distributors seen throughout 2009 and from a recovery in final consumer demand. Louis Vuitton registered double-digit organic revenue growth, a performance which is even more remarkable when compared to the first quarter of 2009 which itself had shown strong growth.

By business group, progress was as follows:

<i>In EUR Millions</i>	Q1 2010	Q1 2009	Variation	
			Q1 2010 / Q1 2009	Reported Organic*
Wines & Spirits	635	540	+18%	+20%
Fashion & Leather Goods	1 729	1 598	+8%	+10%
Perfumes & Cosmetics	736	663	+11%	+12%
Watches & Jewelry	204	154	+33%	+34%
Selective Retailing	1 181	1 085	+9%	+13%
Other Activities and eliminations	(13)	(22)	-	-
Total	4 472	4 018	+11%	+13%

* With a comparable structure and at constant exchange rates.

The **Wines & Spirits** business group saw a revival in the first quarter with a significant increase in volumes resulting in organic revenue growth of 20%. Following a year negatively affected by high levels of destocking, in the first quarter, the champagne business benefited from a renewal in orders from distributors. Hennessy cognac confirmed its good momentum in all regions and benefited in particular from the solid demand in Asia throughout the key Chinese New Year period.

Fashion & Leather Goods registered organic revenue growth of 10% in the first quarter of 2010. Louis Vuitton continues to deliver an exceptional performance, sustained worldwide by the growth of its historic lines and by the success of its latest innovations. The strength of its continually renewed creations is greeted by all clientele in Europe, the US and Asia. The opening of a Louis Vuitton Maison in Kobe, Japan, was one of the highlights of the quarter. Fendi had a very good start to the year thanks to growth at its stores.

In **Perfumes & Cosmetics**, organic revenue growth stood at 12% in the first quarter of 2010. Christian Dior benefited from the strong dynamic of its perfumes with, in particular, the growth of *Fahrenheit* and of *Miss Dior Chérie*. A new skincare product, *Capture Totale One Essential*, had an immense success, while the new mascara, *DiorShow Extase* is having a very promising start. Guerlain successfully rolled out its new *Idylle* perfume and Givenchy saw strong growth thanks to the progress of its *Play* line. Benefit and Make Up For Ever continued their international development.

The **Watches & Jewelry** business group recorded organic revenue growth of 34% in the first quarter of 2010 helped by the reconstitution of stocks by watch retailers and a strong demand for our brands. The success of the new products presented at the Basel Watch Fair this year confirmed the momentum of LVMH brands. TAG Heuer continued its high end strategy illustrated by the success of the new *Calibre 1887* movement. Hublot showed strong growth with its new *King Power* collection. On the occasion of its 230th anniversary, Chaumet presented its new jewelry collection, *Joséphine*.

In **Selective Distribution**, organic revenue growth stood at 13% in the first quarter of 2010. DFS continued its momentum, supported by the rebound in international travel, from which the Hong Kong, Macao and Singapore Gallerias have particularly benefited. Sephora continued to win market share in all regions. Its increasingly exclusive and innovative product mix contributed to the strengthening of Sephora's unique positioning. The brand continues the targeted expansion of its retail network and will open its 1000th store worldwide in the second quarter.

Taking into account the uncertainty of the strength of the economic recovery, LVMH will continue to concentrate all of its efforts on the development of its formidable brands while maintaining strict cost management and selective investments. The Group will rely on the strength of its brands, the responsiveness of its organization, the diversification of its businesses and the good geographical balance of its revenue to increase, once again in 2010, its leadership of the global luxury industry.

The regulated information related to this press release is available on the website www.lvmh.com

About LVMH

LVMH Moët Hennessy Louis Vuitton is the world's leading luxury goods group. The Group is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Château d'Yquem, Hennessy, Glenmorangie, Ardbeg, Belvedere Vodka, Chopin, 10 Cane, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Green Point, Cape Mentelle, Newton.

Its Fashion and Leather Goods division includes Louis Vuitton, the world's leading luxury brand, as well as Céline, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Donna Karan, Marc Jacobs, Berluti as well as StefanoBi. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Parfums Kenzo, Parfums Loewe as well as other promising cosmetic companies (BeneFit Cosmetics, Make Up For Ever, Acqua di Parma and Fresh). LVMH is also active in selective retailing through DFS, Sephora in Europe and the United States, Le Bon Marché and la Samaritaine. LVMH's Watches and Jewelry division comprises TAG Heuer, Chaumet, Christian Dior Watches, Zenith, Fred, Hublot and De Beers Diamond Jewellers Limited, a joint venture created with the world's leading diamond group.

"Certain information included in this release is forward looking and is subject to important risks and uncertainties and factors beyond our control or ability to predict, that could cause actual results to differ materially from those anticipated, projected or implied. It only reflects our views as of the date of this presentation. No undue reliance should therefore be based on any such information, it being also agreed that we undertake no commitment to amend or update it after the date hereof."

Contacts :

Analysts and investors : Chris Hollis – LVMH + 33 1 44 13 21 22

Press Contacts :

France : Michel Calzaroni /Olivier Labesse / Sonia Fellmann + 33 1 40 70 11 89
DGM Conseil

UK : Hugh Morrison +44 207 920 23 34
M: Communications

Italy : Auro Palomba / Roberto Patriarca +39 02 89 40 42 31
Community Group / Financial and Corporate Press

US : James Fingeroth / Victoria Weld / Molly Morse +1 212 521 48 00
Kekst & Company