

# LVMH

## ***Press release regarding the liquidity contract entered into with ODDO BHF SCA***

Paris, 1 July 2019

On 28 June 2019, LVMH Moët Hennessy-Louis Vuitton S.E. (« **LVMH** ») entered into a revised liquidity contract with ODDO BHF SCA, relating to the LVMH shares (ISIN FR0000121014), which came into force on 30 June 2019. This contract has been established following the changes to the regulation applicable to liquidity contracts, and notably the decision of the French financial market authority (*AMF*) n°2018-01 of 2 July 2018 (the « **AMF Decision** »). It supersedes and replaces the previous liquidity contract entered into with ODDO Corporate Finance in 2005.

The transactions in relation to the liquidity contract will be carried out on Euronext Paris (the “Market”).

The performance of the liquidity contract may be suspended in the cases provided for in article 5 of the *AMF Decision*, as well as in the event that the trading of the LVMH share is suspended by decision of the Market and at the issuer’s request. The contract may be terminated at any time by LVMH and, upon each renewal, by ODDO BHF SCA subject to prior notice, as well as, in case of breach by LVMH of certain obligations provided for in the contract that would not be remedied within a certain time, or in case of termination by Euronext of the *Liquidity provider* agreement entered into between Euronext and ODDO BHF SCA. It shall be automatically terminated on the date on which LVMH no longer has a share purchase program authorised by its shareholders’ general meeting.

Furthermore, LVMH lowered the cash amount allocated to the liquidity account by 15.6 million euros. Following this operation, on 28 June 2019, the following assets appeared on the liquidity account:

- 40,000 shares
- 32 476 235.80 euros in cash

## LVMH

LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia and Ao Yun. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Celine, Loewe, Kenzo, Givenchy, Pink Shirtmaker, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Nicholas Kirkwood, Loro Piana, RIMOWA, Patou and Fenty. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Parfums Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bvlgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Groupe Les Echos, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond and Cheval Blanc hotels.

### LVMH CONTACTS

<b>Analysts and investors</b> <i>Chris Hollis</i> LVMH + 33 1 4413 2122	<b>Media</b> <i>Jean-Charles Tréhan</i> LVMH + 33 1 4413 2620
--	--

### MEDIA CONTACTS

<b>France</b> <i>Brune Diricq / Charlotte Mariné</i> Publicis Consultants + 33 1 44 82 47 20	<b>France</b> <i>Michel Calzaroni / Olivier Labesse / Hugues Schmitt / Thomas Roborel de Climens</i> DGM Conseil + 33 1 40 70 11 89
<b>Italy</b> <i>Michele Calcaterra, Matteo Steinbach</i> SEC and Partners + 39 02 6249991	<b>UK</b> <i>Hugh Morrison, Charlotte McMullen</i> Montfort Communications + 44 7921 881 800
<b>US</b> <i>James Fingeroth, Molly Morse, Anntal Silver</i> Kekst & Company + 1 212 521 4800	<b>China</b> <i>Daniel Jeffreys</i> Deluxewords +44 772 212 6562