

LVMH SHAREHOLDERS' CLUB RULES

PURPOSE

Tailored to individual shareholders who show a special interest in what is happening at the Group, the LVMH Shareholders' Club, created in 1994, gives its members a better understanding of the Group, its businesses and its brands.

CONDITIONS OF MEMBERSHIP

Any French or foreign individual who holds at least one LVMH bearer share (listed on the Paris market) or one LVMH registered share may join the LVMH Shareholders' Club. Membership of the Shareholders' Club is voluntary and free. Proof of ownership of LVMH shares - which proof shall have been issued within the past 3 months (securities account statement from your financial intermediary) - is requested for bearer shareholders. No proof of ownership is required for registered shareholders.

Your membership of the Club shall be effective on the date of receipt of confirmation of membership sent by the Club and is valid for a period of two years, provided you remain a shareholder during that period. You agree to inform LVMH if you cease being a shareholder. Upon expiry, your membership may be renewed upon request to the Club, subject to the provision of a LVMH share certificate dated less than three months.

Each member will be given a strictly personal card with a personal identification number.

SERVICES AND ADVANTAGES OFFERED

1- Regular news about our Maisons

To keep Club members informed about the latest news about our Maisons, we send Club members several publications such as the Letter to Shareholders and the annual issue of our magazine, Apartés. If you no longer wish to receive these publications at any time let us know by writing to us at the following address: 22, avenue Montaigne, 75008 Paris, or sending us an email at: clubactionnaires@lvmh.fr.

2- An exclusive offer of Group products

In addition to special offers on an exclusive selection of Group Wines and Spirits, Club members can purchase discounted subscriptions to Group newspapers and magazines such as Les Echos, Investir, Le Parisien, and Connaissance des Arts. These offers are available on the Club's website at www.clublvmh-actionnaires.fr. Sales of the Group's Wines and Spirits are subject to the terms of sale of MHCS, the company publishing and operating the Clos19.com website to which the Club member will be directed for his or her purchases. The member's consent is required for the Club to be able to share the member's personal data (last name, first name, email address, country of residence, age) with the Clos19.com website. The selection of Wines and Spirits at preferential prices is reserved exclusively for members of the Shareholders' Club who have set up an account on the Clos19 website, who are of legal age,

and who place orders for their personal, non-commercial use. Products can only be delivered in metropolitan France.

Sales of subscriptions to Group newspapers and magazines are subject to the terms of sale of Les Echos group.

For the Fondation Louis Vuitton, two (2) Premium priority access tickets per member/year can also be ordered online on the Club's website, www.clublvmh-actionnaires.fr. The tickets will be sent to members according to the delivery method chosen, by postal mail or by email in electronic format. Tickets are not exchangeable or refundable and are valid for the period indicated on the ticket itself.

3- Visits to exceptional places to discover our Maisons

From the centuries-old cellars of Hennessy to the magnificent underground white limestone quarries or *crayères* of Veuve Clicquot, LVMH Shareholders' Club allows its members to visit exceptional wineries and cellars while benefiting from a privileged welcome. Club members also have the opportunity to discover our Maisons in unique venues (private visits only), such as the Louis Vuitton workshops in Asnières. The detailed program of visits is available on the Club's website. To ensure optimum conditions, the number of visitors for each private visit is limited. The full program of visits and information on how to sign up for them can be viewed on the Club's website or obtained by writing to the Shareholders' Club at clubactionnaires@lvmh.fr.

4- A private Club website

The program of the Club's visits, as well as exclusive offers of Wines and Spirits, subscriptions to the Group's newspapers and magazines and tickets to the Fondation Louis Vuitton are available via the Club's website at www.clublvmh-actionnaires.fr. This website can be accessed via a login link sent by email to the email address provided by the member when joining the Club.