



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 bearer share or one 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 card with a personal identification number.

SERVICES AND ADVANTAGES OFFERED

1- Regular news about our Maisons

To keep our Club members informed about the latest news about our Maisons, we send Club members, by e-mail or by post depending on their preference, 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 e-mail 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 and Connaissance des Arts and order priority access tickets for the Fondation Louis Vuitton. The selection of Group Wine and Spirits is exclusively reserved to members of the Shareholders' Club for their private use, and is subject to compliance with legal age requirements. Products can only be delivered in mainland France.

3- Visits to exceptional places

From the centuries-old cellars of Hennessy to the magnificent *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 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. Club members who are interested in these visits should send a request by email to the Shareholders' Club at clubactionnaires@lvmh.fr.

4- A website dedicated to Club members

The detailed program of the Club's visits, as well as the exclusive offer 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 private online space, dedicated to Club members, can be accessed once you have activated your account. To activate your account, simply enter your member number, your name and surname and your email address when you first log on. You can also order products using the order form enclosed in Apartés magazine. All orders of products available in the Club's website are governed by the terms and conditions of sale of each Maison offering such products.