

**REDEMPTION NOTICE  
TO HOLDERS OF  
LVMH MOËT HENNESSY LOUIS VUITTON  
(the “Issuer”)  
Euro 650,000,000 1.00 per cent. Notes due September 2021 (the “Notes”)  
issued on 24 September 2014  
under the Euro 10,000,000,000 Euro Medium Term Note Programme of the Issuer  
ISIN: FR0012173706  
Common Code: 111304670**

**Date of redemption: 24 June 2021**

**Paris, 25 May 2021** - Notice is hereby given pursuant to Condition 6(e) (*Residual Maturity Call Option*) of the terms and conditions of the Notes set out in the base prospectus dated 2 July 2014 and incorporated by reference in the prospectus dated 22 September 2014 relating to the issue of Notes (the “**Terms and Conditions of the Notes**”), that the Issuer decided to exercise its Residual Maturity Call Option. Terms used but not defined herein shall have the meanings ascribed to them in the Terms and Conditions of the Notes.

The terms and conditions of the exercise of the Residual Maturity Call Option are as follows:

1. The Notes will be redeemed at par plus accrued interest for the period from (and including) 24 September 2020 to (but excluding) 24 June 2021, i.e. a total of €1,007.48 per Note of €1,000 Specified Denomination.
2. All the Notes outstanding will be redeemed by the Issuer on 24 June 2021.