

2015
ANNUAL
RESULTS

February 2, 2016

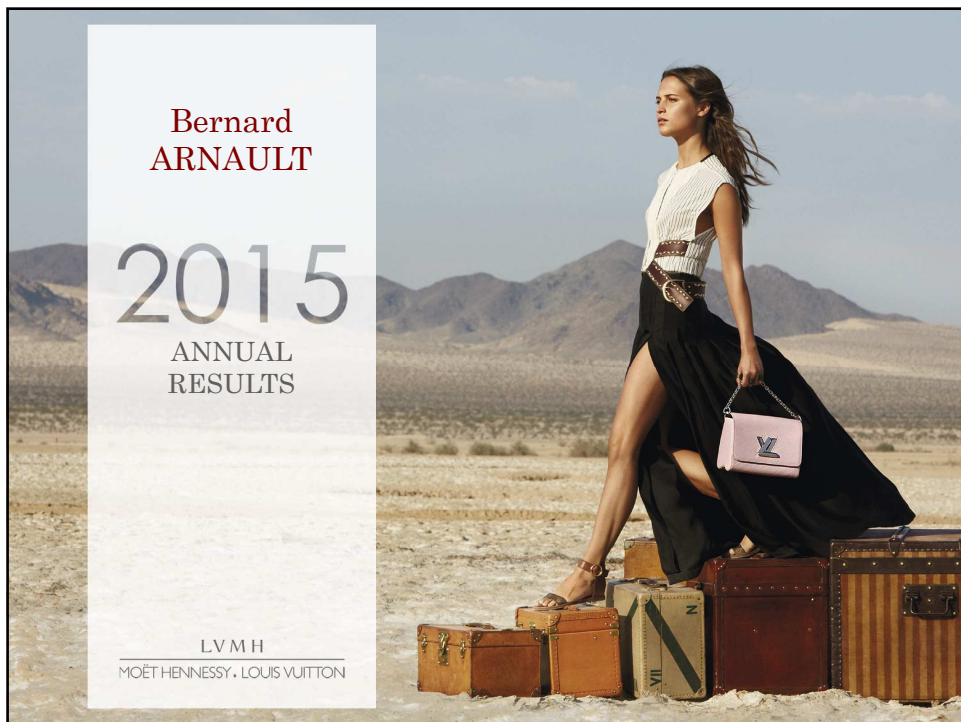
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Bernard
ARNAULT

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ANOTHER RECORD YEAR FOR LVMH IN 2015

- Mixed global economic environment and geopolitical tensions
- Sustained growth in Europe, the US and Japan
- Record sales and profit from recurring operations
 - Revenue: +16% (6% organic)
 - Profit from recurring operations: +16%
- Group share of net profit excluding the impact of the Hermès operation in 2014: +20%
- Solid financial position
 - Free cash flow of 3,679 M€: +30%
 - Net debt to equity ratio of 16%



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WINES & SPIRITS 2015 Highlights

**Excellent momentum in the US and Japan,
and continued destocking in China**

CHAMPAGNE AND WINES

- Champagne: volumes +3% with sustained growth in Europe, the US and Japan
- Rapid development of Estates & Wines

COGNAC AND SPIRITS

- Hennessy: volumes +8% with strong momentum in the US and continued destocking by distributors in China
- Other spirits: rapid progress of Glenmorangie and Belvedere



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FASHION & LEATHER GOODS 2015 Highlights

Success of iconic lines and recent launches for Louis Vuitton and strong rise of new star brands

LOUIS VUITTON

- Robust creative momentum in all areas
- Success of leather lines and *Monogram* and excellent response to *Petite malle* and novelties
- Strong communication around fashion shows and Grand Palais exhibition retracing the brand's history
- Qualitative development of store network

FENDI

- Remarkable growth and strong demand for its iconic *Selleria* and *Peekaboo* lines

LORO PIANA

- Continued international development with selective store openings

CÉLINE

- Sustained growth across all its product categories; rapid progress of iconic bags

Continued focus on creativity and investments in other fashion brands



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PERFUMES & COSMETICS 2015 Highlights

Market share gains and success of innovations for all brands

CHRISTIAN DIOR

- Continued vitality of emblematic lines *J'adore* and *Miss Dior*
- Unprecedented worldwide success of new men's fragrance *Sauvage*
- Good performance in make-up with new *Dior Addict Lipstick*

GUERLAIN

- Solid development of fragrance *L'Homme idéal* and continued growth of skincare lines *Orchidée Impériale* and *Abeille Royale*

BENEFIT

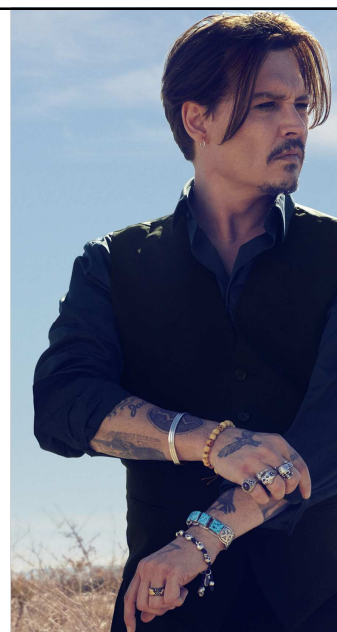
- Excellent performance supported by successful innovations and sustained digital communication

MAKE UP FOR EVER

- Strong momentum with rapid growth of foundation *Ultra HD*

FRESH

- Accelerated expansion in Asia and start of European development



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WATCHES & JEWELRY 2015 Highlights

Robust growth of jewelry and cautious purchasing by multi-brand watch retailers

BVLGARI

- Strong growth supported by the success of iconic lines *Serpenti*, *Bulgari-Bulgari* and new collections *Diva* and *Lvcea*
- Excellent response to new high-end jewelry collection *Giardini Italiani*

TAG HEUER

- Good progress in repositioning of TAG Heuer on core offerings and adapted organization to this strategy
- Exceptional start for new connected watch

HUBLOT

- Sustained growth with continued success of *Classic Fusion* line and emblematic *Big Bang* which celebrated its 10th anniversary

CHAUMET

- Strong growth and gradual move upmarket with new designs *Hortensia* and *Joséphine*



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SELECTIVE RETAILING 2015 Highlights

Excellent performance of Sephora and development of DFS penalized by monetary and geopolitical situation in Asia

SEPHORA

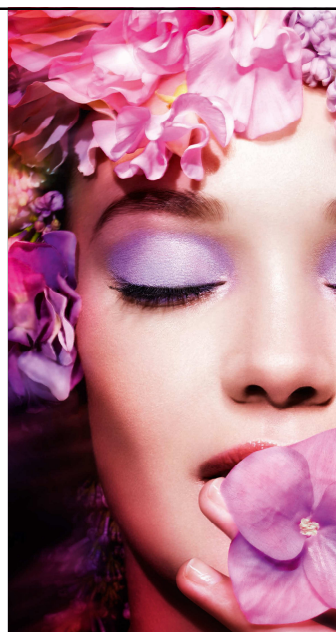
- Further double-digit organic revenue growth and market share gains in all regions
- Remarkable performances in North America and the Middle East
- Strong growth of online sales
- New innovative services: guaranteed shipment in 48 hours in the US and Click & Collect service in France

DFS

- Complex situation in Asia penalizing profitability
- Good performance in Japan, benefited from high purchase levels by Chinese tourists
- Deployment of the new concept *T Galleria Beauty*
- Reinforced loyalty program *LoyalT*

LE BON MARCHÉ

- Opening of a new Footwear space and success of the « 24 Sèvres » loyalty program



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2016 OUTLOOK

- Continue development of Wines & Spirits in historical markets and increase production capacities
- Maintain creative momentum of Louis Vuitton, focus on fast-growing brands and investments in brands in creative renewal phase
- Offensive strategy for Perfumes and Cosmetics in terms of innovations, media investments and digital initiatives
- Enrich emblematic lines in Watches and Jewelry and develop industrial capacities
- Continued innovation for Sephora in products and services, focus on digital offerings
- Optimize DFS offering and open new destinations, especially in Europe



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CONFIDENCE FOR 2016

- Confidence despite an uncertain economic, monetary and geopolitical climate
- Sustain creative momentum in our brands
 - Enrich iconic lines
 - Focus on customer experience
- Enhance our manufacturing capacities in order to guarantee highest quality
- Attract diversity of talents and contribute to the transmission of our values and know-how
- Encourage the entrepreneurial spirit of our teams
 - Agility of our organization
 - Desire to continuously improve

Objective of LVMH

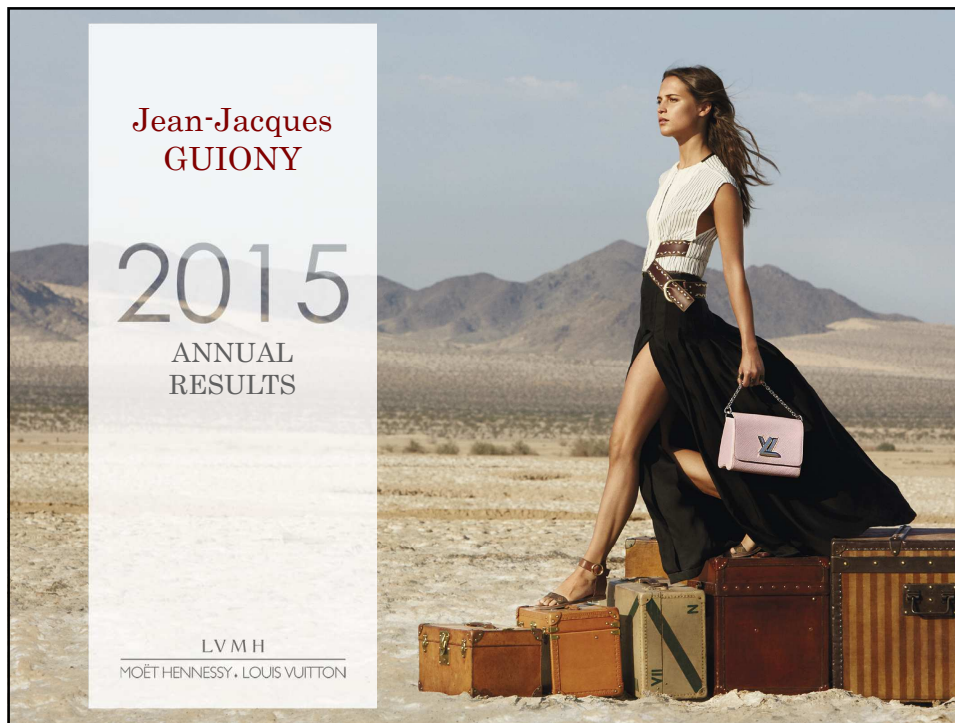
**REINFORCE GLOBAL LEADERSHIP
POSITION IN LUXURY GOODS**



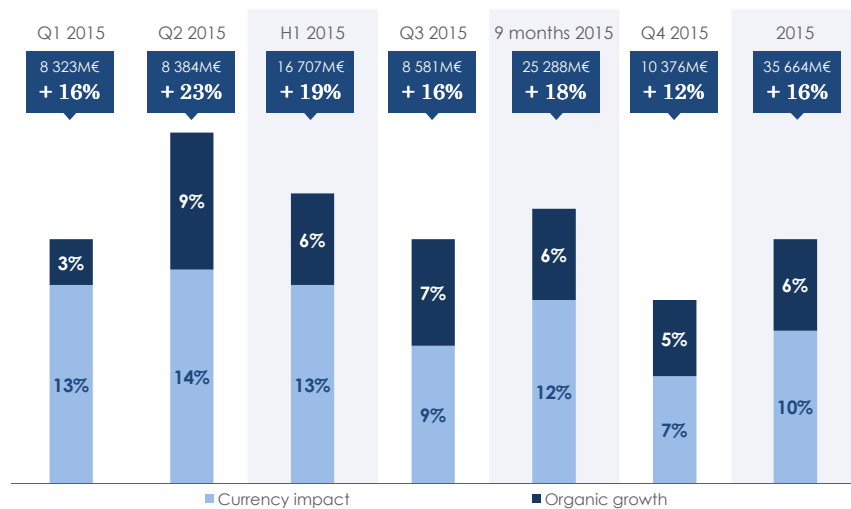
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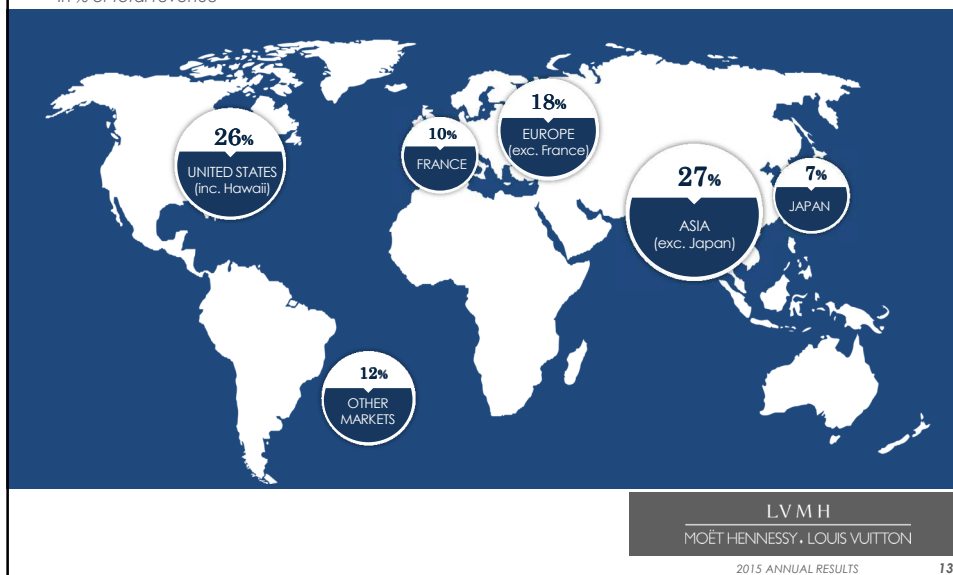


QUARTERLY EVOLUTION OF 2015 REVENUE



2015 REVENUE BY REGION

In % of total revenue



REVENUE CHANGE BY REGION

ORGANIC GROWTH
VERSUS SAME PERIOD OF 2014

	9 months 2015	Q4 2015	2015
UNITED STATES*	+ 11%	+ 5%	+ 9%
JAPAN	+ 13%	+ 12%	+ 13%
ASIA (EXCLUDING JAPAN)	- 6%	- 2%	- 5%
EUROPE	+ 12%	+ 6%	+ 10%

*exc. Hawaii

REVENUE BY BUSINESS GROUP

In millions of euros

	2014	2015	Reported growth	Organic growth*
WINES & SPIRITS	3 973	4 603	+ 16%	+ 6%
CHAMPAGNE & WINES	1 985	2 221	+ 12%	+ 6%
COGNAC & SPIRITS	1 988	2 382	+ 20%	+ 6%
FASHION & LEATHER GOODS	10 828	12 369	+ 14%	+ 4%
PERFUMES & COSMETICS	3 916	4 517	+ 15%	+ 7%
WATCHES & JEWELRY	2 782	3 308	+ 19%	+ 8%
SELECTIVE RETAILING	9 534	11 233	+ 18%	+ 5%
OTHERS AND ELIMINATIONS	(395)	(366)	-	-
TOTAL LVMH	30 638	35 664	+ 16%	+ 6%

* Currency impact of 10 %.

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ORGANIC REVENUE GROWTH BY BUSINESS GROUP

ORGANIC GROWTH
VERSUS SAME PERIOD OF 2014

	H1 2015	Q3 2015	Q4 2015	2015
WINES & SPIRITS	+ 2%	+ 16%	+ 4%	+ 6%
FASHION & LEATHER GOODS	+ 5%	+ 3%	+ 3%	+ 4%
PERFUMES & COSMETICS	+ 6%	+ 7%	+ 7%	+ 7%
WATCHES & JEWELRY	+ 10%	+ 11%	+ 3%	+ 8%
SELECTIVE RETAILING	+ 5%	+ 5%	+ 5%	+ 5%
TOTAL LVMH	+ 6%	+ 7%	+ 5%	+ 6%

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SUMMARIZED INCOME STATEMENT

<i>In millions of euros</i>	2014	2015	% Change
REVENUE	30 638	35 664	+ 16%
GROSS MARGIN	19 837	23 111	+ 17%
Marketing and selling expenses	(11 744)	(13 830)	+ 18%
General and administrative expenses	(2 373)	(2 663)	+ 12%
Equity investment income	(5)	(13)	
PROFIT FROM RECURRING OPERATIONS	5 715	6 605	+ 16%
Other operating income and expenses	(284)	(221)	
OPERATING PROFIT	5 431	6 384	+ 18%
Net financial income (expense)	2 947	(414)	
Income taxes	(2 273)	(1 969)	
NET PROFIT BEFORE MINORITY INTERESTS	6 105	4 001	- 34%
Minority interests	(457)	(428)	
GROUP SHARE OF NET PROFIT	2 971*	3 573	+ 20%*
	5 648		- 37%

* Excluding the 2014 exceptional gain from the distribution of Hermès shares.

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PROFIT FROM RECURRING OPERATIONS BY BUSINESS GROUP

<i>In millions of euros</i>	2014	2015	% Change
WINES & SPIRITS	1 147	1 363	+ 19%
CHAMPAGNE & WINES	565	641	+ 13%
COGNAC & SPIRITS	582	722	+ 24%
FASHION & LEATHER GOODS	3 189	3 505	+ 10%
PERFUMES & COSMETICS	415	525	+ 26%
WATCHES & JEWELRY	283	432	+ 53%
SELECTIVE RETAILING	882	934	+ 6%
OTHERS AND ELIMINATIONS	(201)	(154)	ns
TOTAL LVMH	5 715	6 605	+ 16%

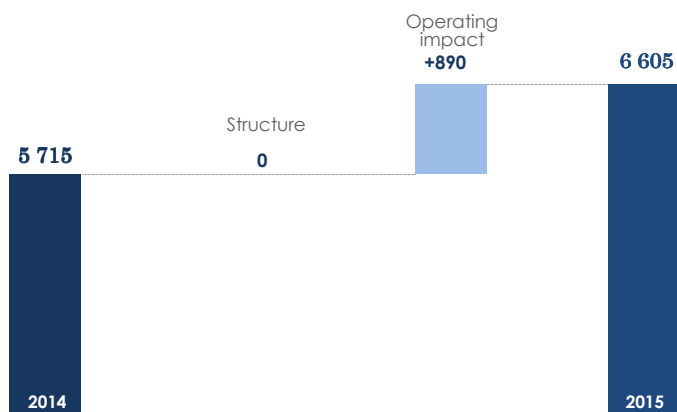
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INCREASE OF PROFIT FROM RECURRING OPERATIONS

In millions of euros



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CHANGE IN NET FINANCIAL INCOME (EXPENSE)

In millions of euros

	2014	2015	Change (M€)
COST OF NET FINANCIAL DEBT	(115)	(78)	+ 37
INEFFECTIVE PORTION OF FOREIGN CURRENCY HEDGES	(238)	(437)	- 199
NET GAIN/(LOSS) RELATING TO AFS* ASSETS AND OTHER FINANCIAL INSTRUMENTS, DIVIDENDS RECEIVED	3 337	133	- 3 204
OTHER ITEMS - NET	(37)	(32)	+ 5
NET FINANCIAL INCOME (EXPENSE)	2 947	(414)	- 3 361

* AFS: Available for sale

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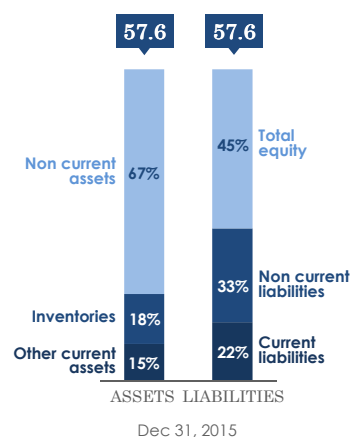
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SOUND FINANCIAL STRUCTURE

In billions of euros

- Increased total equity linked to increase in results and currency changes
- Reduced net debt
- Rise in non current assets due to revaluation of purchase commitments for minority interests and currency changes
- Increase in inventories resulting from growth in Group's businesses



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ANALYSIS OF CASH FLOW FROM OPERATIONS

In millions of euros

	2014	2015	Change (M€)
CASH FROM OPERATIONS BEFORE CHANGES IN WORKING CAPITAL	7 080	7 945	+ 865
<i>Net interest paid</i>	<i>(116)</i>	<i>(75)</i>	<i>+ 41</i>
<i>Income taxes paid</i>	<i>(1 639)</i>	<i>(1 807)</i>	<i>- 168</i>
NET CASH FROM OPERATIONS BEFORE CHANGES IN WORKING CAPITAL	5 325	6 063	+ 738
<i>Working capital requirements</i>	<i>(718)</i>	<i>(429)</i>	<i>+ 289</i>
<i>Operating investments</i>	<i>(1 775)</i>	<i>(1 955)</i>	<i>- 180</i>
FREE CASH FLOW*	2 832	3 679	+ 847

* Before available for sale financial assets and investments, transactions relating to equity and financing activities.

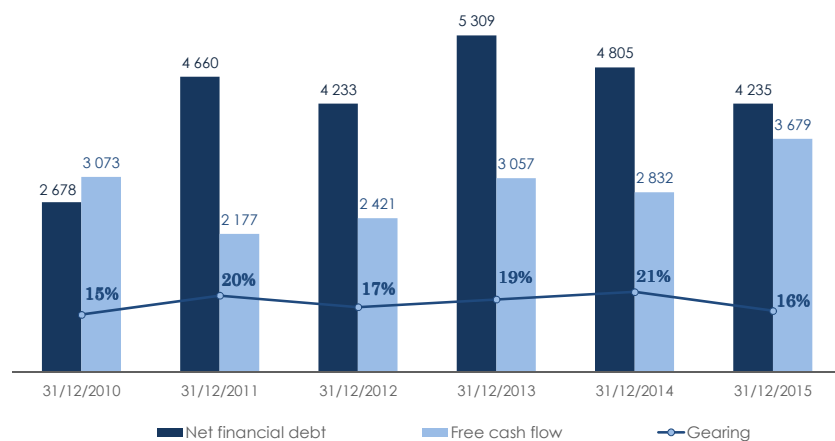
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NET FINANCIAL DEBT AND FREE CASH FLOW

In millions of euros



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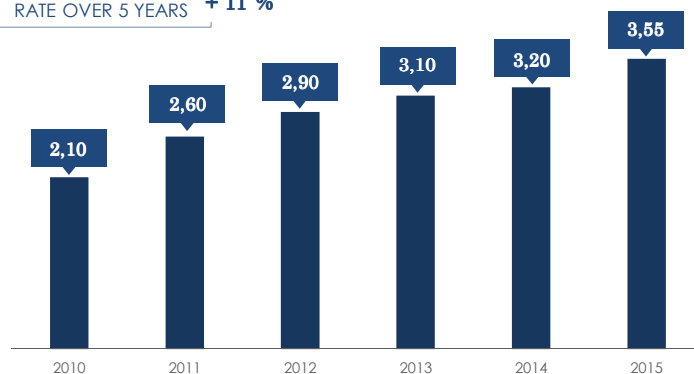
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2015 DIVIDEND UP 11%

In euros

GROSS DIVIDEND PER SHARE

AVERAGE ANNUAL GROWTH
RATE OVER 5 YEARS + 11 %



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