# LV M H MOËT HENNESSY, LOUIS VUITTON

# **Excellent performance of LVMH in 2015 Record revenue and Operating Profit**

Paris, 2 February 2016

LVMH Moët Hennessy Louis Vuitton, the world's leading luxury products group, recorded revenue of €35.7 billion in 2015, an increase of 16% over the previous year. Organic revenue growth was 6%. The Group turned in strong momentum in Europe, the United States and Japan while other Asian countries demonstrate contrasting tendancies.

In the fourth quarter, revenue increased by 12% compared to the same period of 2014. Organic growth was 5%.

Profit from recurring operations reached € 605 million in 2015, an increase of 16%, to which all business groups contributed. Group share of net profit was € 573 million. Excluding the capital gain realized in 2014 following the distribution of Hermès shares, Group share of net profit increased by 20%.

Bernard Arnault, Chairman and CEO of LVMH, said: "The 2015 results confirm the capacity for LVMH to progress and gain market share despite economic and geopolitical uncertainty. Revenue and operating profit reached new record levels. Commitment to excellence, a passion for quality and our capacity to innovate underpin our growth momentum and are all values epitomised by the Fondation Louis Vuitton and its emblematic building that welcomed over one million visitors in 2015. All our Maisons demonstrated outstanding flexibility in 2015. By adapting their strategies to global changes and by continuing to evolve, they have shown the creativity and entrepreneurship that drive them forward. In an uncertain economic environment, we can rely on the desirability of our brands and the agility of our teams to further strengthen in 2016 our leadership in the world of high quality products."

#### Key highlights from 2015 include:

- Record revenue and profit from recurring operations
- Strong progress in Europe, the United States and Japan
- Positive impact of exchange rates
- Good performance of Wines & Spirits in all regions with a progressive normalization of the situation in China
- The success of both iconic and new products at Louis Vuitton, where profitability remains at an exceptional level
- Progress at Fashion brands, in particular Fendi, Céline, Givenchy and Kenzo
- Remarkable momentum at Christian Dior which gained market share globally
- Excellent results at Bylgari and success of TAG Heuer's refocusing strategy
- Exceptional progress at Sephora which strengthened its position in all its markets and in digital
- Free cash flow of €3.7 billion, an increase of 30%
- A gearing of 16% as of the end of December 2015

**Key figures**:

Euro millions	2014	2015	% change
Revenue	30 638	35 664	+ 16 %
Profit from recurring operations	5 715	6 605	+ 16 %
Group share of net profit	*2 971 5 648	3 573	*+20 % -37 %
Free cash flow**	2 832	3 679	+ 30 %
Net financial debt	4 805	4 235	- 12 %
Total equity	23 003	25 799	+ 12 %

Revenue by business group:

Euro millions	2014	2015	% change 2015/2014		
			Reported	Organic*	
Wines & Spirits	3 973	4 603	+ 16 %	+ 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 %	
Other activities and eliminations	(395)	(366)	-	-	
Total LVMH	30 638	35 664	+ 16 %	+ 6 %	

<sup>\*</sup> With comparable structure and exchange rates. The exchange rate impact is +10%.

Profit from recurring operations by business group:

Euro millions	2014	2015	% change
Wines & Spirits	1 147	1 363	+ 19 %
Fashion & Leather Goods	3 189	3 505	+ 10 %
Perfumes & Cosmetics	415	525	+ 26 %
Watches & Jewelry	283	432	+ 53 %
Selective Retailing	882	934	+ 6 %
Other activities and eliminations	(201)	(154)	-
Total LVMH	5 715	6 605	+ 16 %

<sup>\*</sup> Excluding the 2014 exceptional gain from the distribution of Hermès shares
\*\* Before available for sale financial assets and investments, transactions relating to equity and financing activities

## Wines & Spirits: excellent growth in the United States and Japan, continued destocking in China

The **Wines & Spirits** business group recorded an increase in organic revenue of 6%. On a reported basis, revenue growth was 16%. Profit from recurring operations increased by 19%. Champagne experienced good growth in 2015 with an excellent performance in Europe, the United States and Japan. Hennessy demonstrated strong momentum in the United States across all ranges. In China, the second half of the year was marked by a rebound in revenue during a year characterised by continued destocking by distributors. Other spirits, Glenmorangie and Belvedere, continued a sustained growth.

# Fashion & Leather Goods: strong creative momentum at Louis Vuitton, other brands strengthened their positions

The **Fashion & Leather Goods** business group recorded organic revenue growth of 4% in 2015. On a reported basis, revenue growth was 14%. Profit from recurring operations increased by 10%. Louis Vuitton had a remarkable year driven by the enthusiastic welcome of both its iconic products as well as the new models created by Nicolas Ghesquière. The Cruise Collection shown in Palm Springs and the exhibition at the Grand Palais in Paris retracing the history of the Maison were among the highlights for the year. Fendi recorded exceptional growth with the success of its iconic leather goods and the inauguration of Palazzo Fendi in the center of Rome. Loro Piana continued to invest in its production capacity and launched an exceptional new material combining vicuña wool and baby cashmere. Celine's growth was driven by all its product categories. Givenchy and Kenzo each had a good year. Donna Karan and Marc Jacobs continued to work on changes to their product lines.

### Perfumes & Cosmetics: market share gains and successful innovations

The **Perfumes & Cosmetics** business group recorded organic revenue growth of 7%. On a reported basis, revenue growth was 15%. Profit from recurring operations increased by 26%. Christian Dior accelerated its growth and increased worldwide market share. The new men's fragrance *Sauvage* experienced unprecedented worldwide success. The vitality of its iconic perfumes *J'adore* and *Miss Dior* together with the excellent reception of new make-up products contributed to the Maison's remarkable performance. Guerlain demonstrated profitable growth notably driven by the progress of *L'Homme Idéal* and the continued success of the skincare ranges *Orchidée Impériale* and *Abeille Royale*. Benefit experienced strong growth driven by the originality of its products. Fresh and Make Up For Ever performed very well.

### Watches & Jewelry: good growth in jewelry and cautious purchasing behaviour of multibrand watch retailers

The **Watches & Jewelry** business group recorded organic revenue growth of 8%. On a reported basis, revenue growth was 19%. Profit from recurring operations increased by 53%. Bylgari had an excellent year driven by its iconic creations and its new *Diva* and *Lycea* collections. Bylgari's stores delivered excellent performances. The watch brands were impacted by the cautious purchasing behaviour of multi-brand retailers. TAG Heuer launched with enormous success its smartwatch developed in partnership with Google and Intel while continuing to develop its core offering. Given its strong growth, Hublot strengthened its production capacity with the opening of a second manufacturing facility in Nyon, Switzerland.

## Selective Retailing: excellent performance at Sephora, DFS's development impacted by economic changes in Asia

The **Selective Retailing** business group recorded organic revenue growth of 5%. On a reported basis, revenue growth was 18%. Profit from recurring operations increased by 6%. Sephora had an exceptional year in terms of revenue and results and continued to gain market share in all its markets. The omni-channel strategy accelerated with numerous initiatives in several countries. DFS continues to experience an uncertain environment in Asia as a result of currency and geopolitical changes, while its business in Japan benefited from a boom in Chinese tourism. Significant cost containment efforts were continued at DFS.

#### **Confidence for 2016**

Despite a climate of economic, currency and geopolitical uncertainties, LVMH is well-equipped to continue its growth momentum across all business groups in 2016. The Group will maintain a strategy focused on developing its brands by continuing to build on strong innovation and a constant quest for quality in their products and their distribution.

Driven by the agility of its teams, their entrepreneurial spirit, the balance of its different businesses and geographic diversity, LVMH enters 2016 with confidence and has, once again, set an objective of increasing its global leadership position in luxury goods.

#### Dividend increase of 11%

At the Annual Shareholders' Meeting on April 14, 2016, LVMH will propose a dividend of €3.55 per share, an increase of 11%. An interim dividend of €1.35 per share was paid on December 3 of last year. The balance of €2.20 per share will be paid on April 21, 2016.

The LVMH Board met on 2 February 2016 to approve the financial statements for 2015. Audit procedures have been carried out and the audit report is being issued. Regulated information related to this press release, the presentation of annual results and the report "Financial Documents" are available at <a href="https://www.lvmh.fr">www.lvmh.fr</a>.

## **APPENDIX**

## $LVMH-Revenue\ by\ business\ group\ and\ by\ quarter$

#### 2015 Revenue (Euro millions)

FY 2015	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other activities & eliminations	Total
First Quarter	992	2 975	1 094	723	2 656	(117)	8 323
Second Quarter	938	2 958	1 065	829	2 635	(41)	8 384
<b>Total First Half</b>	1 930	5 933	2 159	1 552	5 291	(158)	16 707
Third Quarter	1 199	2 939	1 102	852	2 614	(125)	8 581
Nine months	3 129	8 872	3 261	2 404	7 905	(283)	25 288
Fourth Quarter	1 474	3 497	1 256	904	3 328	(83)	10 376
Total 2015	4 603	12 369	4 517	3 308	11 233	(366)	35 664

#### 2015 Revenue (Organic growth versus same period of 2014)

FY 2015	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other activities & eliminations	Total
First Quarter	-1%	+1%	+6%	+7%	+5%	-	+3%
Second Quarter	+5%	+10%	+6%	+13%	+5%	-	+9%
Total First Half	+2%	+5%	+6%	+10%	+5%	-	+6%
Third Quarter	+16%	+3%	+7%	+11%	+5%	-	+7%
Nine months	+7%	+5%	+7%	+10%	+5%	-	+6%
Fourth Quarter	+4%	+3%	+7%	+3%	+5%	-	+5%
Total 2015	+6%	+4%	+7%	+8%	+5%	-	+6%

## **2014 Revenue (Euro millions)**

FY 2014	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other activities & eliminations	Total
First Quarter	888	2 639	941	607	2 222	(91)	7 206
Second Quarter	789	2 391	898	659	2 160	(94)	6 803
Total First Half	1 677	5 030	1 839	1 266	4 382	(185)	14 009
Third Quarter	948	2 647	961	706	2 234	(108)	7 388
Nine months	2 625	7 677	2 800	1 972	6 616	(293)	21 397
Fourth Quarter	1 348	3 151	1 116	810	2 918	(102)	9 241
Total 2014	3 973	10 828	3 916	2 782	9 534	(395)	30 638

## CONSOLIDATED INCOME STATEMENT

(EUR millions, except for earnings per share)	Notes	2015	2014	2013
Revenue Cost of sales	23	<b>35,664</b> (12,553)	<b>30,638</b> (10,801)	<b>29,016</b> (9,997)
Gross margin		23,111	19,837	19,019
Marketing and selling expenses General and administrative expenses Income (loss) from joint ventures and associates	7	(13,830) (2,663) (13)	(11,744) (2,373) (5)	(10,767) (2,212) (23)
Profit from recurring operations	23/24	6,605	5,715	6,017
Other operating income and expenses	25	(221)	(284)	(119)
Operating profit		6,384	5,431	5,898
Cost of net financial debt Other financial income and expenses		(78) (336)	(115) 3,062	(101) (97)
Net financial income (expense)	26	(414)	2,947	(198)
Income taxes	27	(1,969)	(2,273)	(1,753)
Net profit before minority interests		4,001	6,105	3,947
Minority interests	17	(428)	(457)	(511)
Net profit, Group share		3,573	5,648	3,436
Basic Group share of net earnings per share (EUR) Number of shares on which the calculation is based	28	<b>7.11</b> 502,395,491	<b>11.27</b> 501,309,369	<b>6.87</b> 500,283,414
Diluted Group share of net earnings per share (EUR) Number of shares on which the calculation is based	28	<b>7.08</b> 504,894,946	<b>11.21</b> 503,861,733	<b>6.83</b> 503,217,497

## CONSOLIDATED BALANCE SHEET

ASSETS (EUR millions)	Notes	2015	2014	2013
Brands and other intangible assets	3	13,572	13,031	12,596
Goodwill	4	10,122	8,810	9,058
Property, plant and equipment	6	11,157	10,387	9,621
Investments in joint ventures and associates	7	729	519	480
Non-current available for sale financial assets	8	574	580	7,080
Other non-current assets	9	552	489	457
Deferred tax		1,945	1,436	913
Non-current assets		38,651	35,252	40,205
Inventories and work in progress	10	10,096	9,475	8,492
Trade accounts receivable	11	2,521	2,274	2,174
Income taxes		384	354	223
Other current assets	12	2,355	1,916	1,856
Cash and cash equivalents	14	3,594	4,091	3,226
Current assets		18,950	18,110	15,971
Total assets		57,601	53,362	56,176
LIABILITIES AND EQUITY	Notes	2015	2014	2013
(EUR millions)	110103	2010	2014	2010
Share capital	15.1	152	152	152
Share premium account	15.1	2,579	2,655	3,849
Treasury shares and LVMH-share settled derivatives	15.2	(240)	(374)	(451)
Cumulative translation adjustment	15.4	1,137	492	(8)
Revaluation reserves		949	1,019	3,900
Other reserves		16,189	12,171	16,001
Net profit, Group share		3,573	5,648	3,436
Equity, Group share		24,339	21,763	26,879
Minority interests	17	1,460	1,240	1,028
Total equity		25,799	23,003	27,907
Long-term borrowings	18	4,511	5,054	4,149
Non current provisions	19	1,950	2,291	1,797
Deferred tax		4,685	4,392	4,280
Other non-current liabilities	20	7,957	6,447	6,404
Non-current liabilities		19,103	18,184	16,630
Short-term borrowings	18	3,769	4,189	4,674
Trade accounts payable	21.1	3,960	3,606	3,297
Income taxes		640	549	357
Current provisions	19	421	332	324
Other current liabilities	21.2	3,909	3,499	2,987
Current liabilities		12,699	12,175	11,639

## CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

(EUR millions)	Number	Share	Share		Cumulative			Revaluati	on reserves	Net profit		T	Total equity
	of shares	capital	premium account		translation adjustment	Available for sale financial assets	Hedges of future foreign currency cash flows	Vineyard land	Employee benefit commit- ments	and other – reserves	Group share	Minority interests	Total
Notes		15.1		15.2	15.4							17	
As of December 31, 2012	508,163,349	152	3,848	(414)	342	1,943	118	758	(88)	17,765	24,424	1,084	25,508
Gains and losses recognized in e	quity				(350)	912	18	188	51	3,436	819 3,436	21 511	840 3,947
Comprehensive income		-	-	-	(350)	912	18	188	51	3,436	4,255	532	4,787
Stock option plan and similar expenses										31	31	3	34
(Acquisition)/disposal of treasury shares and LVMHshare settled derivatives				(103)						[7]	(110)	-	(110)
Exercise of LVMH share subscription options	1,025,418		67								67	_	67
Retirement of LVMH shares	(1,395,106)		(66)	66							-		-
Capital increase in subsidiaries	(1,111,111,111,111,111,111,111,111,111,		(/								-	8	8
Interim and final dividends paid										(1,500)	(1,500)	(228)	[1,728]
Acquisition of a controlling interest in Loro Piana											-	235	235
Changes in control of consolidated entities										1	1	[1]	
Acquisition and disposal of minority interests' shares  Purchase commitments										[73]	(73)	(76)	[149]
for minority interests' shares										(216)	(216)	(529)	(745)
As of December 31, 2013	507,793,661	152	3,849	(451)	(8)	2,855	136	946	(37)	19,437	26,879	1,028	27,907
Gains and losses recognized in e	quity				500	(2,648)	(122)	(15)	(96)	5,648	(2,381) 5,648	108 457	(2,273) 6,105
Comprehensive income					500	(2,648)	(122)	(15)	[96]	5,648	3,267	565	3,832
Stock option plan and similar expenses						12,5127	,,,		,	37	37	2	39
[Acquisition]/disposal of treasury shares and LVMH-share settled derivatives				27						(17)	10	_	10
Exercise of LVMH share subscription options	980,323		59								59	_	59
Retirement of LVMH shares	(1,062,271)		(50)	50							-	-	-
Capital increase in subsidiaries											-	3	3
Interim and final dividends paid										(1,579)	(1,579)	(328)	(1,907)
Distribution in kind of Hermès shares. See Note 8. Changes in control			(1,203)							(5,652)	(6,855)	-	(6,855)
of consolidated entities  Acquisition and disposal										(5)	(5)	11	6
of minority interests' shares Purchase commitments										(2)	(2)	32	30
for minority interests' shares										(48)	(48)	[73]	(121)
As of December 31, 2014	507,711,713	152	2,655	(374)	492	207	14	931	(133)	17,819	21,763	1,240	23,003
Gains and losses recognized in e	quity				645	(103)	(25)	33	25	3,573	575 3,573	130 428	705 4,001
Comprehensive income		-	-	-	645	(103)	(25)	33	25	3,573	4,148	558	4,706
Stock option plan and similar expenses										35	35	2	37
(Acquisition)/disposal of treasury shares and LVMH-share settled derivatives				23						(13)	10	-	10
Exercise of LVMH	EE0 107		25								OF.		٦٢
share subscription options Retirement of LVMH shares	552,137 (1,124,740)		35 (111)	111							35	-	35
Capital increase in subsidiaries	(1,124,740)		(111)	- 111								89	89
Interim and final dividends paid										(1,659)	(1,659)	(229)	(1,888)
Changes in control of consolidated entities										[9]	(9)	1	(8)
Acquisition and disposal of minority interests' shares										5	5	[3]	2
Purchase commitments for minority interests' shares										11	11	(198)	(187)
As of December 31, 2015	507,139,110	152	2,579	(240)	1,137	104	(11)	964	(108)	19,762	24,339	1,460	25,799

## CONSOLIDATED CASH FLOW STATEMENT

(EUR millions)	Notes	2015	2014	2013
I. OPERATING ACTIVITIES AND OPERATING INVESTMENTS Operating profit Income/(loss) and dividends from joint-ventures and associates Net increase in depreciation, amortization and provisions Other computed expenses Other adjustments	7	6,384 27 2,081 (456) (91)	5,431 26 1,895 (188) (84)	5,898 49 1,435 (29) (76)
Cash from operations before changes in working capital Cost of net financial debt: interest paid Income taxes paid related to interim and final dividends paid by LVMH SE		<b>7,945</b> (75) (1,807)	<b>7,080</b> (116) (1,639)	<b>7,277</b> (111) (1,832)
Net cash from operating activities before changes in working capital Change in working capital	14.1	<b>6,063</b> (429)	<b>5,325</b> (718)	<b>5,334</b> (620)
Net cash from operating activities Operating investments	14.2	<b>5,634</b> (1,955)	<b>4,607</b> (1,775)	<b>4,714</b> (1,657)
Net cash from operating activities and operating investments (free cash flow)		3,679	2,832	3,057
II. FINANCIAL INVESTMENTS  Purchase of non-current available for sale financial assets  Proceeds from sale of non-current available for sale financial assets  Dividends received  Income taxes paid related to financial investments  Impact of purchase and sale of consolidated investments	8 8 8	(78) 68 4 (265) (240)	(57) 160 69 (237) (167)	(197) 38 71 (11) (2,161)
Net cash from (used in) financial investments		(511)	(232)	(2,260)
III. TRANSACTIONS RELATING TO EQUITY Capital increases of LVMH SE Capital increases of subsidiaries subscribed by minority interests Acquisition and disposals of treasury shares and LVMH-share settled derivatives	15.1 17 15.2	35 81	59 3	66 7 [113]
Interim and final dividends paid by LVMH SE <sup>[a]</sup> Income taxes paid related to interim and final dividends paid by LVMH SE Interim and final dividends paid to minority interests in consolidated subsidiaries Purchase and proceeds from sale of minority interests	15.3 17	(1,671) (304) (228) (4)	(1,619) (79) (336) 10	(1,501) (137) (220) (150)
Net cash from (used in) transactions relating to equity		(2,090)	(1,961)	(2,048)
Change in cash before financing activities		1,078	639	(1,251)
IV. FINANCING ACTIVITIES  Proceeds from borrowings  Repayment of borrowings  Purchase and proceeds from sale of current available for sale financial assets	13	1,008 (2,443) (3)	2,407 (2,100) (106)	3,095 (1,057) 101
Net cash from (used in) financing activities		(1,438)	201	2,139
V. EFFECT OF EXCHANGE RATE CHANGES		(33)	27	47
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS (I+II+III+IV+V)		(393)	867	935
CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD CASH AND CASH EQUIVALENTS AT END OF PERIOD	14 14	3,783 3,390	2,916 3,783	1,981 2,916
TOTAL INCOME TAXES PAID		(2,376)	(1,955)	(1,980)
Transactions included in the table above, generating no change in cash:  – acquisition of assets by means of finance leases		4	5	7
[a] The distribution in kind of Hermès shares had no impact on each apart from related income tay of	"	N O		

<sup>(</sup>a) The distribution in kind of Hermès shares had no impact on cash, apart from related income tax effects. See Note 8.

#### 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, Hennessy, Glenmorangie, Ardbeg, Wen Jun, Belvedere, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton et Numanthia. Its Fashion and Leather Goods division includes Louis Vuitton, Céline, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Donna Karan, Marc Jacobs, Berluti, Nicholas Kirkwood and Loro Piana. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Parfums Kenzo, Perfumes Loewe as well as other promising cosmetic companies (BeneFit Cosmetics, Make Up For Ever, Acqua di Parma and Fresh). LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, la Samaritaine and Royal Van Lent. LVMH's Watches and Jewelry division comprises Bulgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred, Hublot and De Beers Diamond Jewellers Ltd, a joint venture created with the world's leading diamond group.

"Certain information included in this release is forward looking and is subject to important risks and uncertainties and factors beyond our control or ability to predict, that could cause actual results to differ materially from those anticipated, projected or implied. It only reflects our views as of the date of this presentation. No undue reliance should therefore be based on any such information, it being also agreed that we undertake no commitment to amend or update it after the date hereof."

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