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PRESS RELEASE

LVMH PARTNERS WITH “VIVA TECHNOLOGY PARIS”

The LVMH Group has affirmed its longstanding support for entrepreneurial initiative and innovation by becoming a partner of “VIVA TECHNOLOGY PARIS”. This groundbreaking event will bring all the key players in the digital transformation together in the French capital from June 30 to July 2, 2016.

LVMH is a prominent partner in this international event, designed to promote France’s capabilities in innovation and nurturing startups. Organized jointly by Groupe Les Echos and Publicis Groupe, VIVA TECHNOLOGY PARIS will give 5,000 startups a chance to engage with business executives, investors, researchers and opinion leaders from around the world.

LVMH is hosting a special “Lab” dedicated to the luxury industry, designed as a “village of excellence”. Within this 500-square-meter space, the Group will welcome 50 startups whose initiatives address the future challenges of luxury houses in Fashion & Leather Goods, Wines & Spirits, Perfumes & Cosmetics, Watches & Jewelry and Selective Retailing. Participating startups will be chosen for their capacity to drive quality and excellence in customer relationships and to create unique, powerful experiences for consumers who engage with these exceptional Houses.

“The luxury industry is at a strategic juncture with respect to digital technologies, and an essential part of this transformation is recognizing the importance of entrepreneurial initiative, which has always been a core value at LVMH. We’re very proud to be associated with VIVA TECHNOLOGY PARIS to help showcase the best startups in the luxury industry today, the creative young enterprises that will nourish the future of luxury” said Ian Rogers, LVMH Group Chief Digital Officer.

About 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, Wenzel, Belvedere, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton and Bodega 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, Parfums 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.

LVMH on social media

Facebook : www.facebook.com/lvmh

Twitter : www.twitter.com/lvmh

LinkedIn : www.linkedin.com/company/lvmh

Instagram : www.instagram.com/lvmh

YouTube : www.youtube.com/lvmh

Pinterest : www.pinterest.com/lvmhofficial

About VIVA TECHNOLOGY PARIS

Participants expected

5,000 startups

20 of the world's leading companies

200 internationally-renowned speakers and panelists

30,000 visitors

Program

40,000 square meters in three spaces:

- HACK: 15,000 square meters of collaborative workspace with 20 industry-focused labs where 1,000 participating startups can connect with leaders in their sector.

- IMAGINE: Conference spaces that will host conferences and world-renowned speakers with inspiring talks centered on "Technology and Companies: the 'new deal' for our society".

- HALL OF TECH: Hands-on demonstrations of the latest technologies from the world's most innovative companies.

Launched ahead of the event, CONNECT is a collaborative digital platform that invites startups to find solutions to challenges from partner companies, giving the startups an opportunity to show their expertise and be selected for one of the labs.

Media Contacts

France :	Olivier Labesse / Sonia Fellmann / Hugues Schmitt DGM Conseil	+ 33 1 40 70 11 89
United Kingdom:	Hugh Morrison / Hannah Glynn Montfort Communications	+44 203 770 7903
Italy :	Michele Calcaterra / Matteo Steinbach SEC and Partners	+39 02 62 49991
United States :	Jim Fingerth / Molly Morse / Anntal Silver Kekst	+1 212 521 4800