

LVMH

LVMH – Notice to the holders of \$750 million cash-settled synthetic convertible bonds due 2021 (ISIN code FR0013113073)

Paris, 11 January 2021

Pursuant to the terms and conditions of the US\$750 million non-dilutive cash-settled convertible bonds due 2021 (the “Bonds”), LVMH hereby notifies the Bondholders of the following determinations and calculations, effective 11 January 2021:

- Considering that Total Dividend paid in respect of the Observation Financial Year ending on 31 December 2020 amounted to €2.00 per Share as of 31 December 2020, the Conversion Ratio is adjusted downwards to 1.0958 (previously 1.0962) pursuant to Condition 8.1(10)(b) of the terms and conditions of the Bonds.

Capitalised terms not otherwise defined herein shall have the meanings given to them in the terms and conditions of the Bonds.

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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, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia, Ao Yun and Château du Galoupet. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Celine, Loewe, Kenzo, Givenchy, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Loro Piana, RIMOWA, Patou and Fenty. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Perfumes Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bvlgari, Tiffany, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Groupe Les Echos, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond and Cheval Blanc hotels.

DISCLAIMER

Available information

Detailed information on LVMH (the “Company”), including its business, results, prospects and related risk factors are described in the Company’s Universal Registration Document, the French version of which was filed with the French Financial Markets Authority (Autorité des marchés financiers) (the “AMF”) on 29 April 2020, which is available together with all the press releases and other regulated information about the Company, on LVMH’s website (<http://www.lvmh.fr>).

Important information

This press release does not constitute or form part of any offer or solicitation to purchase or subscribe for or to sell any securities to any person in Australia, Canada, Japan, the United States of America, South Africa, the European Economic Area or in any jurisdiction to whom or in which such offer is unlawful. This press release may not be published, distributed or released directly or indirectly in Australia, Canada, Japan, the United States of America or South Africa. The distribution of this press release may be restricted by law in certain jurisdictions and persons into whose possession any document or other information referred to herein comes, should inform themselves about and observe any such restriction. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction.

This press release does not constitute any solicitation to purchase or an offer to purchase or to subscribe the Bonds in the United States of America. The Bonds have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”) and may not be offered or sold in the United States of America, except pursuant to an exemption from the registration requirements of the Securities Act.