

LVMH

NOTICE TO HOLDERS OF LVMH MOËT HENNESSY LOUIS VUITTON

U.S.\$750,000,000 senior unsecured cash-settled convertible bonds due 16 February 2021

ISIN: FR0013113073
(the “Bonds”)

Date of opening of the exercise period: 16 October 2020

Paris, October 14th, 2020

Notice is hereby given pursuant to Condition 7.1 (*Exercise periods*) and Condition 12 (*Notices*) of the terms and conditions of the Bonds (the “**Terms and Conditions**”), that the period of exercise of the Exercise Right will open on 16 October 2020.

As per the provisions of Condition 7.1 (*Exercise periods*) of the Terms and Conditions, the period of exercise will remain open until the 40th Schedule Trading Day (exclusive) preceding the Maturity Date, i.e. until (and including) 17 December 2020.

Bondholders shall refer to the Terms and Conditions, in particular Conditions 7.2 and 7.3, for any information on the terms of the Exercise Right and conditions for exercise of the Exercise Right.

Capitalised terms not otherwise defined herein shall have the meanings given to them in the Terms and Conditions.

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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, Château d'Esclans and Château du Galoupet. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Celine, Loewe, Kenzo, Givenchy, Pink Shirtmaker, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Nicholas Kirkwood, 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, 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.

LVMH CONTACTS

Analysts and investors <i>Chris Hollis</i> LVMH + 33 1 44 13 21 22	Media <i>Jean-Charles Tréhan</i> LVMH + 33 1 44 13 26 20
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MEDIA CONTACTS

France <i>Aymeric Granet</i> <i>Brune Diricq / Charlotte Mariné</i> Publicis Consultants + 33 1 44 82 47 20	France <i>Michel Calzaroni / Olivier Labesse /</i> <i>Hugues Schmitt / Thomas Roborel de Climens</i> DGM Conseil + 33 1 40 70 11 89
Italy <i>Michele Calcaterra, Matteo Steinbach</i> SEC and Partners + 39 02 6249991	UK <i>Hugh Morrison, Charlotte McMullen</i> Montfort Communications + 44 7921 881 800
US <i>James Fingerroth, Molly Morse, Anntal Silver</i> Kekst & Company + 1 212 521 4800	China <i>Daniel Jeffreys</i> Deluxewords +44 772 212 6562 +86 21 80 36 04 48

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.

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