



ANOTHER RECORD YEAR FOR LVMH IN 2016

- | Context of geopolitical turbulence and economic and monetary uncertainty
- | Continued solid growth in the US and Europe; resumed growth in Asia
- | Record sales and profit from recurring operations
 - Revenue: + 5% (6% organic)
 - Profit from recurring operations: + 6%
- | Group share of net profit up 11%
- | Solid financial position
 - Free cash flow of 3 974 M€: + 8%
 - Net debt to equity ratio of 12%



WINES & SPIRITS 2016 HIGHLIGHTS

Good growth in the US and rebound of shipments to China

| CHAMPAGNE AND WINES

- Champagne: volumes + 3% with solid growth in the US and Europe
- Good performance of prestige cuvées
- Continued development of Estates & Wines

| COGNAC AND SPIRITS

- Hennessy: volumes + 10% with all qualities contributing
- Excellent performance in the US
- Rebound of sales in China and other Asian markets
- Other spirits: continued progress of Glenmorangie and Belvedere



FASHION & LEATHER GOODS

2016 HIGHLIGHTS

Success of new products for Louis Vuitton and strengthening of other brands

| LOUIS VUITTON

- Strong creative momentum in all areas
- Success of restyled iconic models and recent creations
- Excellent response to launch of fragrance collection
- Qualitative development of store network; major renovations in Hong Kong

| FENDI

- Strong revenue increase surpassing symbolic one billion euros mark

| LORO PIANA

- Opened flagship store in Paris avenue Montaigne

| CÉLINE

- Good growth of shoe lines and ready-to-wear

| OTHER BRANDS

- Sustained growth of Kenzo, Loewe and Berluti
- Continued repositioning of Marc Jacobs' collection
- Acquired majority holding in Rimowa
- Sale of Donna Karan to G-III



PERFUMES & COSMETICS

2016 HIGHLIGHTS

Market share gains and major success of innovations

- New creative studio at Grasse, les Fontaines Parfumées

| PARFUMS CHRISTIAN DIOR

- Continued vitality of iconic lines *J'adore* and *Miss Dior*
- Worldwide success of *Sauvage*
- Excellent performance of *Rouge Dior* in makeup

| GUERLAIN

- Success of new makeup line inspired by fragrance *La Petite Robe Noire*
- Continued development of *Orchidée Impériale* and *Abeille Royale*

| BENEFIT

- Strong growth driven by success of new eyebrow collection

| PARFUMS GIVENCHY

- Sustained growth of makeup with *Le Rouge* and *Prisme Libre*

| OTHER BRANDS

- Notable launch of *Kenzo World*
- Strong progress of *Ultra HD* and *Artist Rouge* at Make Up For Ever
- Rapid development of Fresh and Kat Von D



WATCHES & JEWELRY

2016 HIGHLIGHTS

Market share gains at Bvlgari and TAG Heuer

| BVLGARI

- Performance better than market
- Success of new collection *Serpenti Seduttori*
- Enhancement of newest lines *Diva* and *Lvcea*
- Selective openings and major renovations (Washington, London, Moscow)

| TAG HEUER

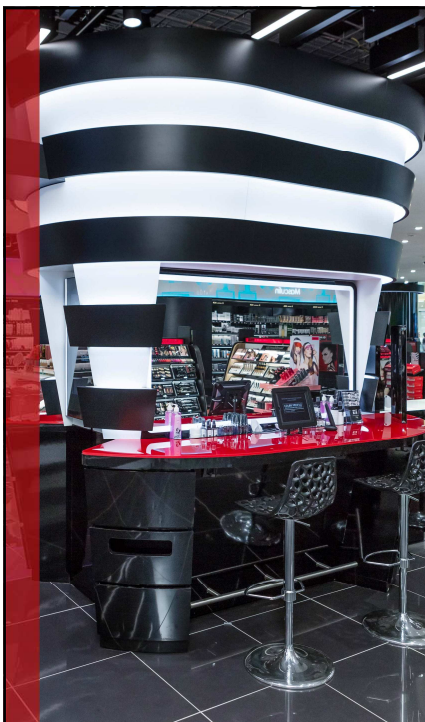
- Good progress in very difficult watch market
- Good momentum of iconic lines *Carrera*, *Aquaracer* and *Formula 1*
- Big success of connected watch roll-out; doubled production capacity

| HUBLOT

- Sustained growth of *Classic Fusion* and *Big Bang* lines
- Flagship store opened on New York's Fifth Avenue

| CHAUMET

- Excellent momentum in Asia
- New concept store inaugurated in Hong Kong



SELECTIVE RETAILING

2016 HIGHLIGHTS

Excellent performance of Sephora and DFS impacted by a difficult tourism context in Asia

| SEPHORA

- Further double-digit growth in revenue and profit
- Market share gains in all regions
- Strong comparable store growth in North America and Middle East
- Excellent momentum of online sales
- Store openings in Paris and New York; major renovations in Singapore and Boston

| DFS

- Complex situation in Asia impacting profitability
- Expansion in Macau
- Inauguration of new *T Galleria* in Cambodia and in Venice, Italy
- Rebalanced offer with new brands and product categories

| LE BON MARCHÉ

- Transformation of women's Ready-To-Wear area and continued success of "24 Sèvres" loyalty program



CAUTIOUS FOR 2017

- | Confidence but also vigilance in an uncertain economic, monetary and geopolitical climate
- | Sustain creative momentum at our brands
- | Excellence and high quality in all our products and services
- | Attract diversity of talent and develop high potential people
- | Encourage entrepreneurial spirit of our teams
 - Agility of our organization
 - Desire to continuously improve

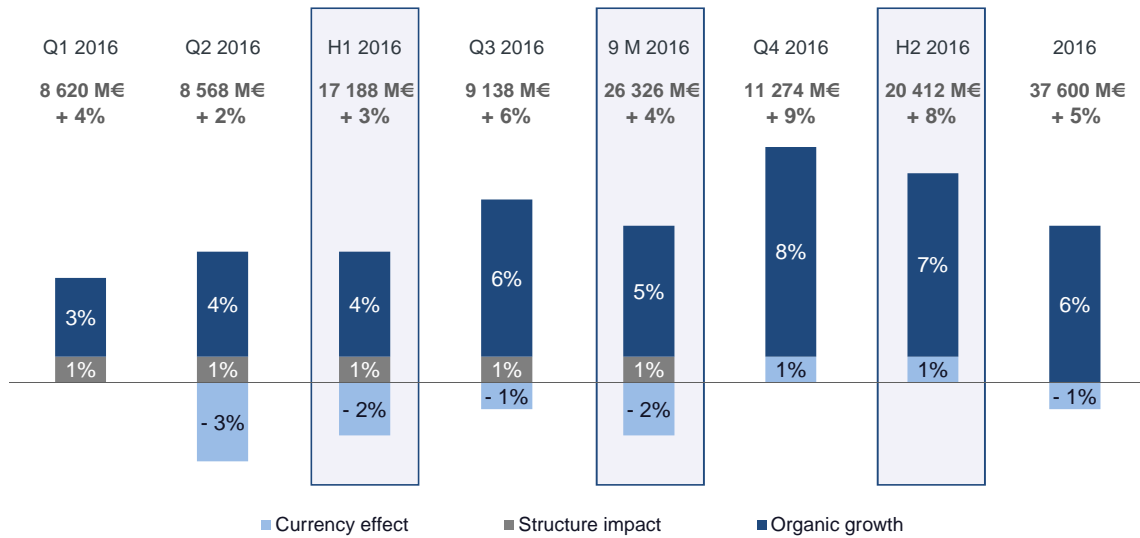
Objective of LVMH

**REINFORCE GLOBAL LEADERSHIP POSITION
IN LUXURY GOODS**



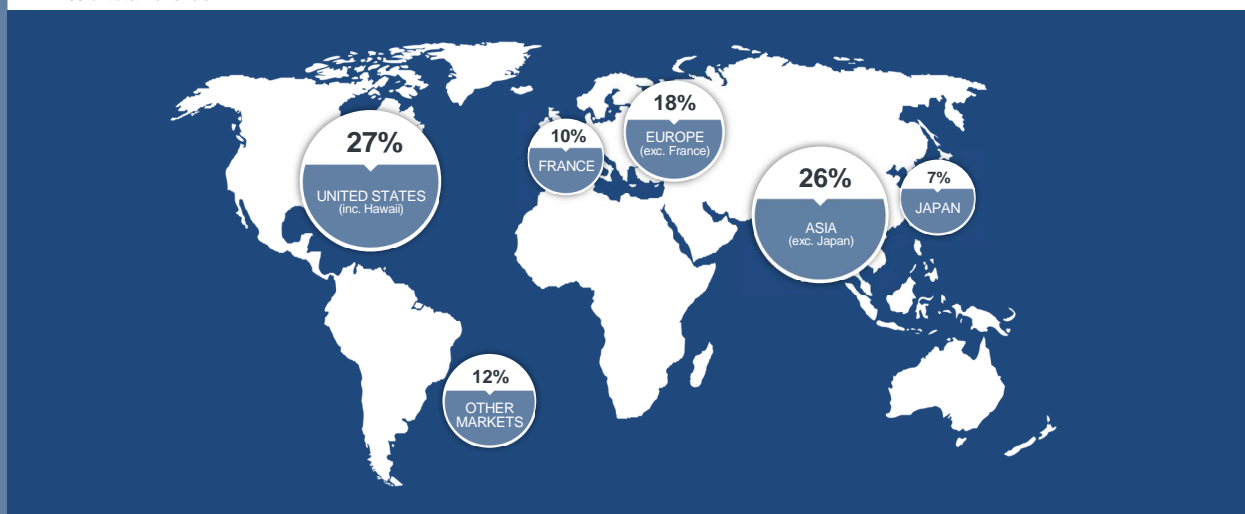
**JEAN-JACQUES
GUIONY**

QUARTERLY EVOLUTION OF 2016 REVENUE



2016 REVENUE BY REGION

In % of total revenue



REVENUE CHANGE BY REGION

Organic growth
versus same period of 2015

	9 months 2016	Q4 2016	2016
UNITED STATES*	+ 7%	+ 9%	+ 7%
JAPAN	- 3%	- 3%	- 3%
ASIA (EXCLUDING JAPAN)	+ 3%	+10%	+ 5%
EUROPE	+ 5%	+ 9%	+ 7%

* Exc. Hawaii.

REVENUE BY BUSINESS GROUP

In millions of euros

	2015	2016	Reported growth	Organic growth*
WINES & SPIRITS	4 603	4 835	+ 5%	+ 7%
Champagne & Wines	2 221	2 288	+ 3%	+ 6%
Cognac & Spirits	2 382	2 547	+ 7%	+ 8%
FASHION & LEATHER GOODS	12 369	12 775	+ 3%	+ 4%
PERFUMES & COSMETICS	**4 671	4 953	+ 6%	+ 8%
WATCHES & JEWELRY	3 308	3 468	+ 5%	+ 5%
SELECTIVE RETAILING	**11 193	11 973	+ 7%	+ 8%
OTHERS AND ELIMINATIONS	(480)	(404)	-	-
TOTAL LVMH	35 664	37 600	+ 5%	+ 6%

* With comparable structure and constant exchange rates. The exchange rate impact is -1%.

** Reclassification of the cosmetics business Kendo from Selective Retailing to Perfumes & Cosmetics.

ORGANIC REVENUE GROWTH BY BUSINESS GROUP

*Organic growth
versus same period of 2015*

	H1 2016	Q3 2016	Q4 2016	2016
WINES & SPIRITS	+ 9%	+ 4%	+ 7%	+ 7%
FASHION & LEATHER GOODS	0%	+ 5%	+ 9%	+ 4%
PERFUMES & COSMETICS	+ 8%	+ 10%	+ 7%	+ 8%
WATCHES & JEWELRY	+ 4%	+ 2%	+ 8%	+ 5%
SELECTIVE RETAILING	+ 5%	+ 8%	+ 11%	+ 8%
TOTAL LVMH	+ 4%	+ 6%	+ 8%	+ 6%

SUMMARIZED INCOME STATEMENT

In millions of euros

	2015	2016	% Change
REVENUE	35 664	37 600	+ 5%
GROSS MARGIN	23 111	24 561	+ 6%
Marketing and selling expenses	(13 830)	(14 607)	+ 6%
General and administrative expenses	(2 663)	(2 931)	+ 10%
Equity investment income	(13)	3	
PROFIT FROM RECURRING OPERATIONS	6 605	7 026	+ 6%
Other operating income and expenses	(221)	(122)	
OPERATING PROFIT	6 384	6 904	+ 8%
Net financial income (expense)	(414)	(432)	
Income taxes	(1 969)	(2 109)	
NET PROFIT BEFORE MINORITY INTERESTS	4 001	4 363	+ 9%
Minority interests	(428)	(382)	
GROUP SHARE OF NET PROFIT	3 573	3 981	+ 11%

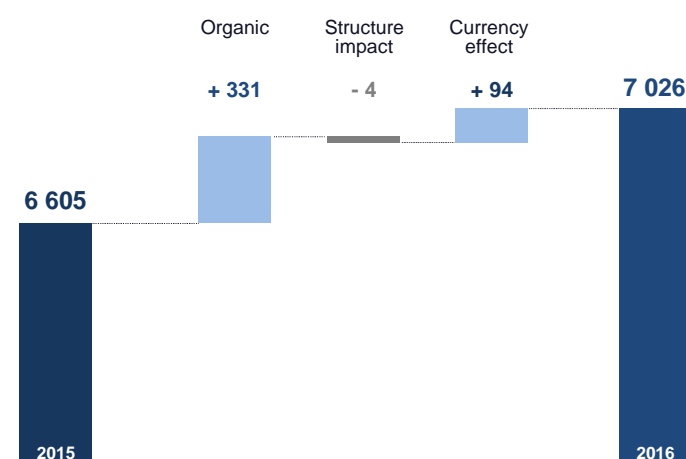
PROFIT FROM RECURRING OPERATIONS BY BUSINESS GROUP

In millions of euros

	2015	2016	% Change
WINES & SPIRITS	1 363	1 504	+ 10%
<i>Champagne & Wines</i>	641	658	+ 3%
<i>Cognac & Spirits</i>	722	846	+ 17%
FASHION & LEATHER GOODS	3 505	3 873	+ 10%
PERFUMES & COSMETICS	524	551	+ 5%
WATCHES & JEWELRY	432	458	+ 6%
SELECTIVE RETAILING	940	919	- 2%
OTHERS AND ELIMINATIONS	(159)	(279)	ns
TOTAL LVMH	6 605	7 026	+ 6%

INCREASE IN PROFIT FROM RECURRING OPERATIONS

In millions of euros



CHANGE IN NET FINANCIAL INCOME (EXPENSE)

In millions of euros

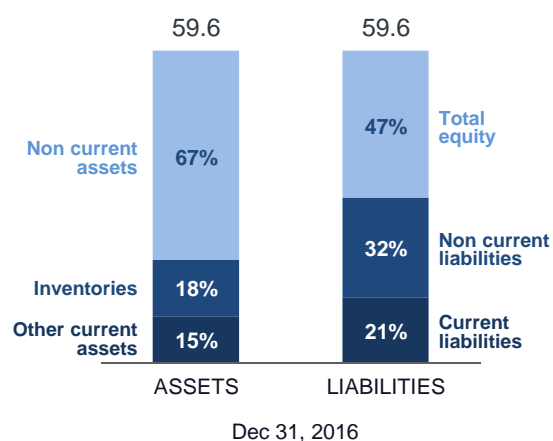
	2015	2016	Change (M€)
COST OF NET FINANCIAL DEBT	(78)	(83)	- 5
INEFFECTIVE PORTION OF FOREIGN CURRENCY HEDGES	(437)	(330)	+ 107
NET GAIN/(LOSS) RELATING TO AFS* ASSETS AND OTHER FINANCIAL INSTRUMENTS, DIVIDENDS RECEIVED	133	12	- 121
OTHER ITEMS - NET	(32)	(31)	+ 1
NET FINANCIAL INCOME (EXPENSE)	(414)	(432)	- 18

* AFS: Available For Sale.

SOUND FINANCIAL STRUCTURE

In billions of euros

- | Increased total equity linked to strong results and change in revaluation reserves, partially offset by the effect of the share buyback program
- | Reduced net debt
- | Rise in non current assets due to investments, revaluation of purchase commitments for minority interests and currency changes
- | Increase in inventories resulting from growth in Group's businesses



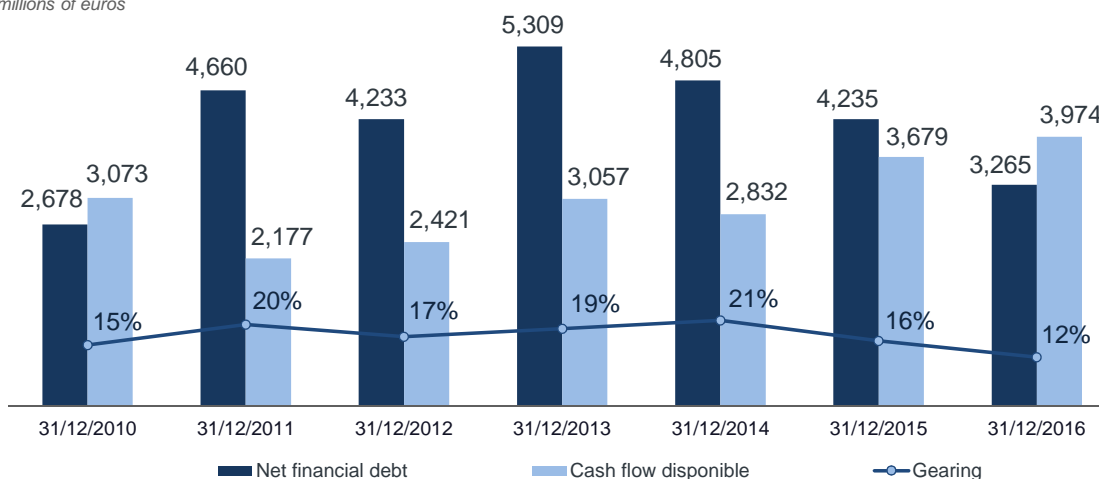
ANALYSIS OF CASH FLOW FROM OPERATIONS

<i>In millions of euros</i>	2015	2016	Change (M€)
CASH FROM OPERATIONS BEFORE CHANGES IN WORKING CAPITAL	7 945	8 733	+ 788
<i>Net interest paid</i>	(75)	(59)	+ 16
<i>Income taxes paid</i>	(1 807)	(1 923)	- 116
NET CASH FROM OPERATIONS BEFORE CHANGES IN WORKING CAPITAL	6 063	6 751	+ 688
<i>Working capital requirements</i>	(429)	(512)	- 83
<i>Operating investments</i>	(1 955)	(2 265)	- 310
FREE CASH FLOW*	3 679	3 974	+ 295

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

NET FINANCIAL DEBT AND FREE CASH FLOW

In millions of euros



2016 DIVIDEND UP 13%

In euros

GROSS DIVIDEND PER SHARE

AVERAGE ANNUAL GROWTH
RATE OVER 5 YEARS **+ 9%**

