

LVMH
MOËT HENNESSY · LOUIS VUITTON

THE WORLD'S
LEADING LUXURY
GOODS GROUP

70
Brands

€37.6 bn
2016 revenue

70
countries

3,948
stores



KEY STRENGTHS

Only group present in **all luxury sectors**

Good geographic balance of revenue

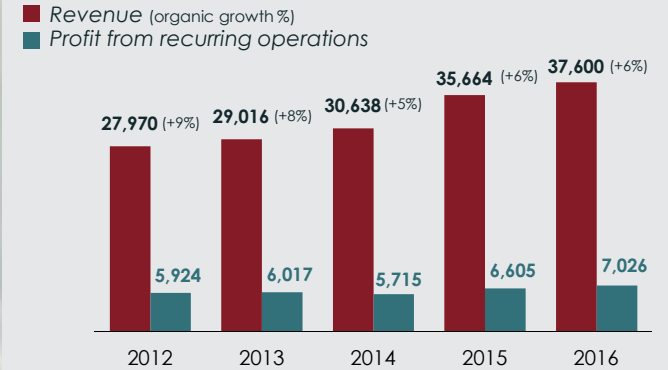
Quality and creativity of teams

Strength of star brands

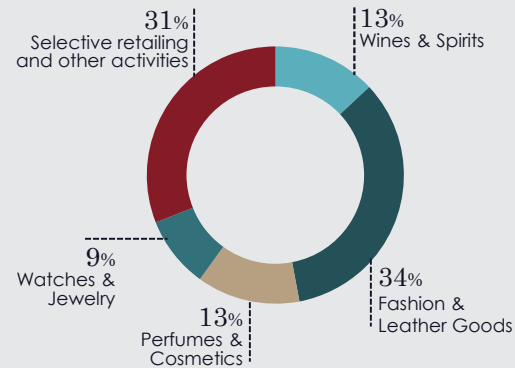
Solid financial structure

A GROWING AND PROFITABLE COMPANY

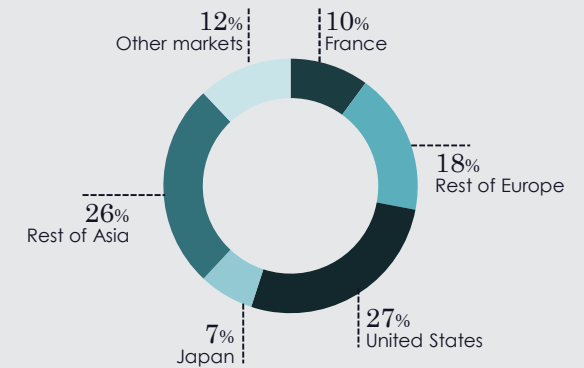
(In millions of euros)



2016 REVENUE BY BUSINESS GROUP



2016 REVENUE BY REGION

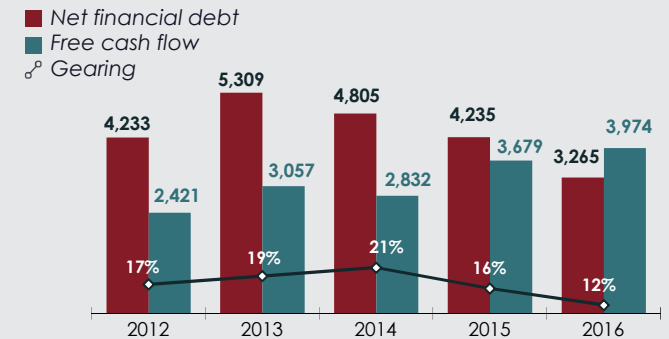


2016 PROFIT FROM RECURRING OPERATIONS

	€ million	Operating margin
Wines & Spirits	1,504	31.1%
Fashion & Leather Goods	3,873	30.3%
Perfumes & Cosmetics	551	11.1%
Watches & Jewelry	458	13.2%
Selective retailing	919	7.7%
Others and eliminations	(279)	NA
TOTAL LVMH	7,026	18.7%

NET FINANCIAL DEBT AND FREE CASH FLOW

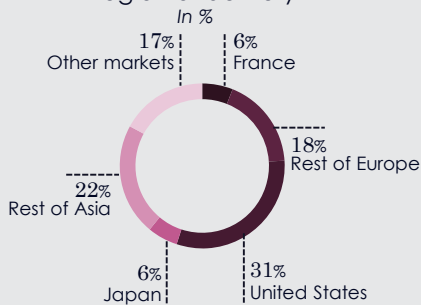
(In millions of euros)



WINES & SPIRITS

EURO millions	2015	2016
Revenue	4,603	4,835
Profit from recurring op.	1,363	1,504
Operating margin	29.6%	31.1%
Operating investments	233	276
<i>Million of bottles</i>		
Sales in volume		
Champagne	61.4	63.2
Cognac	76.0	83.8

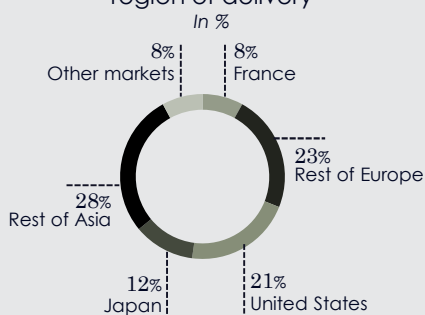
2016 revenue by geographic region of delivery



FASHION & LEATHER GOODS

EURO millions	2015	2016
Revenue	12,369	12,775
Profit from recurring op.	3,505	3,873
Operating margin	28.3%	30.3%
Operating investments	553	506
Number of stores	1,566	1,508

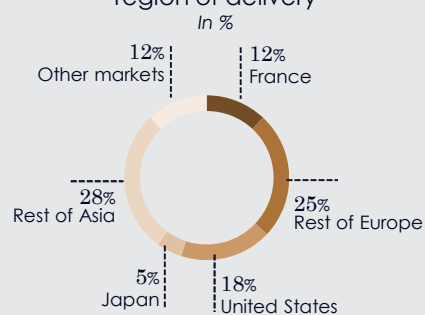
2016 revenue by geographic region of delivery



PERFUMES & COSMETICS

EURO millions	2015	2016
Revenue	4,671	4,953
Profit from recurring op.	524	551
Operating margin	11.2%	11.1%
Operating investments	233	268
<i>In %</i>		
Sales by product category		
Perfumes	41%	38%
Cosmetics	40%	44%
Skincare products	19%	18%

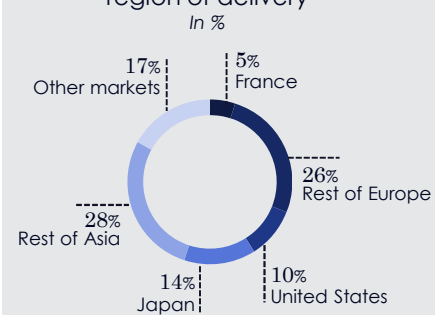
2016 revenue by geographic region of delivery



WATCHES & JEWELRY

EURO millions	2015	2016
Revenue	3,308	3,468
Profit from recurring op.	432	458
Operating margin	13.1%	13.2%
Operating investments	204	229
Number of stores	395	397

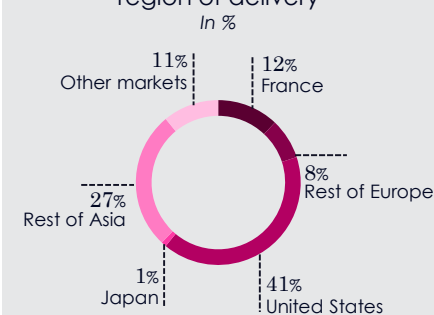
2016 revenue by geographic region of delivery



SELECTIVE DISTRIBUTION

EURO millions	2015	2016
Revenue	11,193	11,973
Profit from recurring op.	940	919
Operating margin	8.4%	7.7%
Operating investments	395	558
Number of stores	1,678	1,778

2016 revenue by geographic region of delivery



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