

LVMH

VIVA TECHNOLOGY PARIS

June 2017

The second edition of Viva Technology takes place in Paris from June 15-17, 2017. The LVMH Group has been a partner of the event since its creation in 2016. Co-organized by Groupe Les Echos and Publicis Group, Viva Technology brings together the game changers who are driving the digital transformation. The first edition in June 2016 welcomed more than 5,000 startups along with leaders from digital industries around the world and 45,000 visitors.

As a Gold Partner of the event, the LVMH Group is hosting a “lab” dedicated exclusively to the luxury industry. This year’s theme is the “Atelier LVMH”, a concept that bridges tradition and technology, savoir-faire and innovation. The Atelier LVMH is welcoming 32 startups* selected from more than 500 candidates as finalists for the LVMH Innovation Award, created for this edition of Viva Technology. The award is open to any company created less than five years ago with a valuation of less than \$100 million and whose business has a connection with LVMH Group sectors.

“Support for young businesses is a tremendous driver for excellence across LVMH and a major source of innovation that contributes to the success of our Maisons,” says Bernard Arnault, Chairman and Chief Executive Officer of LVMH.

The LVMH Innovation Award jury comprises heads of innovative businesses, entrepreneurs and innovators:

- Bernard Arnault, Chairman and Chief Executive Officer of LVMH; Chairman of the Jury
- Ian Rogers, Chief Digital Officer, LVMH
- Angela Ahrendts, Senior Vice President of Retail, Apple
- Alexandre Arnault, Co-Chief Executive Officer, RIMOWA
- Sébastien Bazin, Chairman and Chief Executive Officer, Accor
- Stewart Butterfield, Founder of Slack
- Tony Fadell, Inventor and investor
- Kirsten Green, Managing Director, Forerunner Ventures
- Natalie Massenet, Entrepreneur, Imaginary
- Nas, Artist and investor
- Daniel Zhang, Chairman and Chief Executive Officer, Alibaba

The jury will select the winning startup, which will receive the LVMH Innovation Award at a ceremony with Bernard Arnault and LVMH Chief Digital Officer Ian Rogers on the Viva Technology main stage on Friday, June 16 at 10 am.

The Atelier LVMH will also spotlight the latest innovations from several LVMH Maisons, including innovative and immersive experiences thanks to VR headsets: 24 Sèvres, Berluti, Clos19, Fred, Louis Vuitton, Moët Hennessy, RIMOWA, Ruinart, Sephora and TAG Heuer. Dior, Guerlain, Hennessy, La Fondation Louis Vuitton and La Samaritaine.

LVMH executives will be taking part in several panels on themes linked to the luxury industry as well: "The Future of Retail is Extreme", "Tech Loves Craftsmanship", "Technology & Design" and "The Never Ending Quest for Personalization".

In addition, the LVMH Lab is organizing a special human resources program with three special workshops and regular meetings with students. Presentations of the LVMH Group's commitments are also on the agenda, including LVMH's sustainable development policy, CSR partnerships, digital innovations for winemaking and more.

To offer broad access to Viva Technology LVMH will be broadcasting highlights from the three days on its website and on social networks. Live coverage of the event will be provided via Facebook Live, as well as live tweets on the LVMH Group Twitter account. The LVMH Instagram account will showcase key players during this second edition. Last but not least, a video recap of the event will be posted on YouTube and lvmh.com covering all the highlights for an immersion into the heart of Viva Technology.

With its presence at Viva Technology, LVMH is underlining its support for entrepreneurial spirit and creativity, two pillars of the Group's business model anchored in a long-term vision.

**Startups competing for the LVMH Innovation Award:*

- 42 technologies
- Bergamotte
- Biowatch
- Cappasity
- Cosmose
- Crossing minds
- Cypheme
- Daumet
- De Blangy
- Deliver.ee
- Diakse
- Easysize
- Fitskin Inc.
- Heuritech
- Linc global
- Tribe dynamics
- Early birds
- Loomia
- Mode.ai
- Myoeno
- Optiwine
- Paptic
- Q°emotion
- Qlc
- Sericyne
- Skyboy
- Smartzter
- Unmade
- V-cult
- Enviro-Cool Commercial
- Wevat
- Woodoo