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Press Release

LVMH STRENGTHENS SUPPORT FOR INNOVATION AT VIVA TECHNOLOGY 2018

Paris, May 22, 2018

LVMH reaffirms its support for innovation by partnering with Viva Technology Paris for the third consecutive year. This year's edition is set for May 24-26. As both co-organizer via Groupe Les Echos and a top-level partner of Viva Technology, the world leader in luxury is expanding its involvement in the event, which perfectly illustrates LVMH's commitment to innovations that bring together digital expertise, savoir-faire, technology and heritage.

Viva Technology is a key component in a broad ecosystem developed by LVMH for several years to identify and source startups during the show, while strengthening the Group's internal open innovation initiative DARE (Disrupt, Act, Risk to be an Entrepreneur). This ecosystem also includes the new "Maison des Startups" program launched by LVMH in April 2018 at the Station F incubator to accelerate the development of its startup partners.

"LVMH's Maisons would not have thrived for centuries, as many of them have, without continually innovating. This culture of innovation creates a natural affinity between our Group and startups, which both provide a source of innovations for our Maisons and benefit from the unique excellence of the LVMH ecosystem," notes Bernard Arnault, Chairman and Chief Executive Officer of LVMH.

As a major partner of Viva Technology, LVMH has designed a 500-square-meter Luxury Lab this year, conceived around a beehive theme to welcome 30 startups from around the world, selected from more than 800 applicants. Much more than simply a space dedicated to startups, the Luxury Lab creates a unique dynamic thanks to a virtuous circle of emulation when these many diverse talents come together and at the same time discover the latest innovations from LVMH Maisons.

The 30 startups selected as finalists¹ will also be competing for the second LVMH Innovation Award, the winner of which will be announced on May 25 at 10 am in the main auditorium. Bernard Arnault will present the Award to the startup with the most innovative solution for

¹ See appendix for the complete list of the 30 finalist startups.

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the luxury industry. The winner will then benefit from a one-year partnership with the LVMH Group to develop its solution and its expertise.

Heuritech, the winner of the 2017 LVMH Innovation Award, recently joined the LVMH Maison des Startups at Station F, where it is working closely with LVMH Maisons to develop applications of its image recognition system. In addition to bringing Heuritech greater international visibility and increased market credibility, this partnership is emblematic of fruitful collaborations between the LVMH Group and its Maisons.

Throughout Viva Technology LVMH Maisons will also showcase their innovation strategies with a focus on digital transformation (including Céline and Hennessy) and customer experience (Benefit and Guerlain), along with experience feedback from collaboration with startups (MH Lab 78, Ruinart and others). The agenda will also feature workshops and presentations by experts in key areas that engage with the digital transformation.

During the general public day LVMH will host a series of youth workshops led by its Maisons. The Group is also taking part in initiatives such as “Une chance pour chaque jeune” (“Opportunities for all young people”) and organizing mentoring sessions for young people as part of a program led by the youth outreach association “Nos Quartiers ont des Talents” (“Talent from the Neighborhood”).

LVMH at Viva Technology 2018

- *3rd year of participation at Viva Technology*
- *22 Maisons attending to demonstrate their most recent innovations, including Louis Vuitton's Horizon connected suitcase, Guerlain's consumer personalization experience with Rouge G lipstick, Ruinart's RuinARt project, an immersive augmented reality experience to discover the history of the champagne house*
- *500 square meter stand*
- *2nd edition of the LVMH Innovation Award*
- *30 startups at the LVMH Luxury Lab*
- *820 applicants*
- *8 categories: Smart Objects, Content, Customer Experience, Retail Management, Artificial Intelligence & Robotics, Immersive Experience, Wearables, Sustainable Development & New Materials*
- *Presentation of LVMH Innovation Award and speeches by Bernard Arnault and Ian Rogers, Friday, May 25 at 10 am*
- *Ian Rogers, Chief Digital Officer, LVMH and Andrew Wu (LVMH Group President, Greater China) will be panelists on the CEO Forum on "The startup sector in China - LVMH's collaboration with China's new entrepreneurs"*
- *800 accredited LVMH staff and internal event on Saturday*
- *LVMH HR teams present throughout the show to welcome young people, plus two HR workshops*
- *Mentoring sessions "Nos Quartiers ont des Talents" ("Talent from the Neighborhood")*
- *Participation in initiative "Une chance pour chaque jeune" ("An opportunity for every young person") with Make.org*
- *La Grande Épicerie de Paris welcomes small food and beverage producers from the Greater Paris region*
- *Make Up For Ever, official Makeup partner of the CEO Forum*
- *Idea pitches by winning teams from Inside LVMH Program*

More information in appendix

- *List of 30 finalist startups by category*
- *Complete program for LVMH Luxury Lab at Viva Technology*

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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, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia and Ao Yun. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Céline, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Nicholas Kirkwood, Loro Piana and RIMOWA. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Parfums Loewe, BeneFit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Kat Von D 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, Royal Van Lent and Cheval Blanc hotels.

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