

## How to participate in the Combined Shareholders' Meeting of June 30, 2020

How to participate Choice of 3 options		Shares held in pure registered or administered registered form	Shares held in bearer form	Remarks
<b>OPTION 1</b> Give proxy to the Chairman of the Meeting	By post using the <b>Unique Form</b> <sup>1</sup>	<ul style="list-style-type: none"> <li>• <b>Fill in</b> the box marked “<b>I HEREBY GIVE MY PROXY TO THE CHAIRMAN OF THE GENERAL MEETING</b>” on the Unique Form;</li> <li>• <b>Do not fill in</b> any other boxes on the Unique Form;</li> <li>• <b>Date and sign</b> in the “<b>DATE AND SIGNATURE</b>” box;</li> <li>• <b>Return</b> the Unique Form to CACEIS Corporate Trust<sup>2</sup> using the prepaid envelope you received with the convening brochure.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Fill in</b> the box marked “<b>I HEREBY GIVE MY PROXY TO THE CHAIRMAN OF THE GENERAL MEETING</b>” on the Unique Form;</li> <li>• <b>Do not fill in</b> any other boxes on the Unique Form;</li> <li>• <b>Date and sign</b> in the “<b>DATE AND SIGNATURE</b>” box;</li> <li>• <b>Return</b> the Unique Form to the financial intermediary that manages your securities or <b>send it</b> directly to CACEIS Corporate Trust<sup>2</sup> along with your certificated share ownership.</li> </ul>	<p>The <b>completed, signed Unique Form, together with the certificate of shareholder account registration for bearer shares</b>, must be received by CACEIS Corporate Trust<sup>2</sup> no later than <b>Friday, June 26, 2020</b>.</p> <p>Do not, under any circumstances, send the Unique Form directly to LVMH.</p>
	Online using the VOTACCESS platform	<p><b>If you hold pure registered shares:</b></p> <ul style="list-style-type: none"> <li>• <b>Log in</b> to the OLIS Actionnaire website (<a href="http://www.nomi.olisnet.com">www.nomi.olisnet.com</a>) using your login details, which can be found on the Unique Form sent with the convening brochure, and your usual password to access your account;</li> <li>• Once you are logged in, <b>follow</b> the on-screen instructions to access the VOTACCESS platform;</li> <li>• <b>Submit</b> your instructions.</li> </ul>	<p><b>If your shares are held in bearer form, your securities account holder must have joined the VOTACCESS platform for you to have access.</b></p> <ul style="list-style-type: none"> <li>• <b>Log in</b> to your securities account holder’s web portal using your usual login information;</li> <li>• Once you are logged in, <b>follow</b> the on-screen instructions to access the VOTACCESS platform;</li> <li>• <b>Submit</b> your instructions.</li> </ul>	<p>The VOTACCESS platform will be open <b>from Monday, June 8, 2020, at 9:00 a.m. until Monday June 29, 2020 at 3:00 p.m.</b> (Paris time).</p> <p>To avoid overloading the VOTACCESS platform, we recommend that you submit your instructions as soon as possible.</p>

<sup>1</sup> If your shares are held in pure registered or administered registered form, you will receive the Unique participation form (“Unique Form in the document) by mail together with the convening brochure. If your shares are held in bearer form, you may request the Single Form (i) from the financial intermediary that manages your securities or (ii) directly from CACEIS Corporate Trust, in writing to Service Assemblées Générales Centralisées, 14 rue Rouget de Lisle – 92862 Issy-les-Moulineaux Cedex 9 (France) no later than **Wednesday, June 24, 2020**. The Single Form is also available on the Company’s website, [www.lvmh.com](http://www.lvmh.com) (under “Investors” / “Individual shareholders” / “Annual General Meetings”).

<sup>2</sup> CACEIS Corporate Trust, Service Assemblées Générales Centralisées, 14 rue Rouget de Lisle – 92862 Issy-les-Moulineaux Cedex 9 (France).

		<p><b>If you hold administered registered shares:</b></p> <ul style="list-style-type: none"> <li>• <b>Log in</b> to the OLIS Actionnaire website (<a href="http://www.nomi.olisnet.com">www.nomi.olisnet.com</a>) using the login details found on the Unique Form sent with the convening brochure ;</li> <li>• Once you are logged in, <b>follow</b> the on-screen instructions to access the VOTACCESS platform;</li> <li>• <b>Submit</b> your instructions.</li> </ul>	<p>If your securities account holder has not joined the VOTACCESS platform, you must send your instructions by post using the Unique Form and follow the instructions described above.</p>	<p>For Shares held in pure registered or administered registered form, if you have problems connecting, you can contact CACEIS Corporate Trust, by telephone on +33 (0)1 57 78 32 32, or by email at: <a href="mailto:ct-contact@caceis.com">ct-contact@caceis.com</a>.</p>
<p><b>OPTION 2</b> Give or cancel a proxy to a designated third party</p>	<p>By post using the <b>Unique Form</b><sup>1</sup></p>	<ul style="list-style-type: none"> <li>• <b>Fill in</b> the box marked “<b>I HEREBY APPOINT [.] TO REPRESENT ME AT THE ABOVEMENTIONED MEETING</b>” on the Unique Form ;</li> <li>• <b>Fill in</b> your proxy’s details;</li> <li>• <b>Do not fill in</b> any other boxes on the Unique Form ;</li> <li>• <b>Date and sign</b> in the “<b>DATE AND SIGNATURE</b>” box;</li> <li>• <b>Return</b> the Unique Form to CACEIS Corporate Trust<sup>2</sup> using the prepaid envelope you received with the convening brochure.</li> </ul> <p>If you wish to cancel a previously named proxy and, where appropriate, designate a new proxy, <b>send</b> your instructions by post <b>directly</b> to CACEIS Corporate Trust<sup>2</sup> specifying the name of the Company; the date of the Meeting; your name, address and registered account number as well as the name and address of the proxy to be canceled and, where appropriate, to be designated.</p>	<ul style="list-style-type: none"> <li>• <b>Fill in</b> the box marked “<b>I HEREBY APPOINT [.] TO REPRESENT ME AT THE ABOVEMENTIONED MEETING</b>” on the Unique Form;</li> <li>• <b>Fill in</b> your proxy’s details;</li> <li>• <b>Do not fill in</b> any other boxes on the Unique Form;</li> <li>• <b>Date and sign</b> in the “<b>DATE AND SIGNATURE</b>” box;</li> <li>• <b>Return</b> the Unique Form to the financial intermediary that manages your securities or <b>send it</b> directly to CACEIS Corporate Trust<sup>2</sup> along with your share ownership certificated.</li> </ul> <p>If you wish to cancel a previously named proxy and, where appropriate, designate a new proxy, <b>your financial intermediary</b> must send your instructions to CACEIS Corporate Trust<sup>2</sup> specifying the name of the Company; the date of the Meeting; your name, address and bank details; as well as the name and address of the proxy to be canceled and, where appropriate, to be designated, along with your certificated share ownership.</p>	<p>In order to be taken into account, your instructions must be received by CACEIS Corporate Trust<sup>2</sup> no later than <b>Friday, June 26, 2020</b>.</p> <p>Do not, under any circumstances, send the Unique Form directly to LVMH.</p> <p><b>Please note:</b> All designated proxies must send their instructions no later than <b>Friday, June 26, 2020 at midnight (Paris time)</b> by post to CACEIS Corporate Trust<sup>2</sup> or by email (<a href="mailto:ct-mandataires-assemblees@caceis.com">ct-mandataires-assemblees@caceis.com</a>) using the Unique Form.</p>

<p><b>OPTION 2</b> Give or cancel a proxy to a designated third party</p>	<p><b>Online</b> using the VOTACCESS platform</p>	<p>If you hold <b>pure registered shares</b>:</p> <ul style="list-style-type: none"> <li>• <b>Log in</b> to the OLIS Actionnaire website (<a href="http://www.nomi.olisnet.com">www.nomi.olisnet.com</a>) using your login details, which can be found on the Unique Form sent with the convening brochure, and your usual password to access your account ;</li> <li>• Once you are logged in, <b>follow</b> the on-screen instructions to access the VOTACCESS platform;</li> <li>• <b>Submit</b> your instructions (give or cancel a proxy).</li> </ul> <p>If you hold <b>administered registered shares</b>:</p> <ul style="list-style-type: none"> <li>• Log in to the OLIS Actionnaire website (<a href="http://www.nomi.olisnet.com">www.nomi.olisnet.com</a>) using the login details found on the Unique Form sent with the convening brochure ;</li> <li>• Once you are logged in, <b>follow</b> the on-screen instructions to access the VOTACCESS platform ;</li> <li>• <b>Submit</b> your instructions.</li> </ul> <p>You may cancel a previously designated proxy and, where relevant, design a new proxy</p> <ul style="list-style-type: none"> <li>• Via VOTACCESS platform or</li> <li>• by sending <b>your instructions</b> by email (<a href="mailto:ct-mandataires-assemblees@caceis.com">ct-mandataires-assemblees@caceis.com</a>) together with a scanned copy of the Unique Form specifying your name, address and full bank details, as well as the name and address of the proxy to be canceled and, where relevant, to be designated.</li> </ul>	<p>If your securities account holder <b>has joined</b> the VOTACCESS platform:</p> <ul style="list-style-type: none"> <li>• <b>Log in</b> to your securities account holder’s web portal using your usual login information;</li> <li>• Once you are logged in, <b>follow</b> the on-screen instructions to access the VOTACCESS platform;</li> <li>• <b>Submit</b> your instructions (give or cancel a proxy).</li> </ul> <p>If your securities account holder <b>has not joined</b> the VOTACCESS platform:</p> <ul style="list-style-type: none"> <li>• Send your instructions by post and follow the instructions described above or</li> <li>• <b>Send</b> your instructions by email (<a href="mailto:ct-mandataires-assemblees@caceis.com">ct-mandataires-assemblees@caceis.com</a>).</li> <li>• <b>Attach</b> to your email (i) a scanned copy of the Unique Form specifying your name, address and full bank details, as well as the name and address of the proxy to be designated or canceled; and (ii) the certificate of attendance issued by your financial intermediary ;</li> <li>• <b>Send</b> a copy of your email to your financial intermediary.</li> </ul>	<p>The VOTACCESS platform will be open <b>from Monday, June 8, 2020, at 9:00 a.m.</b> (Paris time).</p> <p>In order to be taken into account, your instructions must be received no later than <b>Friday, June 26, 2020</b>.</p> <p>For Shares held in pure registered or administered registered form, If you have problems connecting, you can contact CACEIS Corporate Trust, by telephone on +33 (0)1 57 78 32 32, or by email at: <a href="mailto:ct-contact@caceis.com">ct-contact@caceis.com</a>.</p> <p><b>Please note:</b> All designated proxies must send their instructions no later than <b>Friday, June 26, 2020 at midnight (Paris time)</b> to CACEIS Corporate Trust<sup>2</sup> by email (<a href="mailto:ct-mandataires-assemblees@caceis.com">ct-mandataires-assemblees@caceis.com</a>) using the Unique Form.</p>
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<b>OPTION 3</b> <b>Vote remotely</b>	By post using the <b>Unique Form</b> <sup>1</sup>	<ul style="list-style-type: none"> <li>• <b>Fill in</b> the box marked “<b>I VOTE BY POST</b>” on the Unique Form ;</li> <li>• <b>Follow</b> the instructions provided in the Unique Form;</li> <li>• <b>Do not fill in</b> any other boxes on the Unique Form ;</li> <li>• <b>Date and sign</b> in the “<b>DATE AND SIGNATURE</b>” box;</li> <li>• <b>Return</b> the Unique Form to CACEIS Corporate Trust<sup>2</sup> using the prepaid envelope you received with the convening brochure.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Fill in</b> the box marked “<b>I VOTE BY POST</b>” on the Unique Form ;</li> <li>• <b>Do not fill in</b> any other boxes on the Unique Form ;</li> <li>• <b>Date and sign</b> in the “<b>DATE AND SIGNATURE</b>” box at the bottom ;</li> <li>• <b>Return</b> the Unique Form to the financial intermediary that manages your securities, or <b>send it</b> directly to CACEIS Corporate Trust<sup>2</sup> along with your certificate of attendance.</li> </ul>	<p>The <b>completed, signed Unique Form, together with the certificate of shareholder account registration</b> for bearer shares, must be received by CACEIS Corporate Trust<sup>2</sup> no later than <b>Friday, June 26, 2020</b>.</p> <p>Do not, under any circumstances, send the Unique Form directly to LVMH.</p>
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