

## How to participate in the Combined Shareholders' Meeting of April 15, 2021

| How to participate<br>Choice of 2 ways   | Options                                   | Shares held in pure registered or administered registered form  | Shares held in bearer form   | Remarks  |
|--|---|---|--|--|
| 1 - Using the single attendance form, hereafter "the Single Form" <sup>1</sup> | Vote by post                              | <ul style="list-style-type: none"> <li>• <b>Fill in</b> the box marked "I VOTE BY POST" on the Single Form;</li> <li>• <b>Follow</b> the instructions provided in the Single Form;</li> <li>• <b>Do not fill in</b> any other boxes on the Single Form;</li> <li>• <b>Date and sign</b> in the "DATE AND SIGNATURE" box;</li> <li>• <b>Return</b> the Single 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 "I VOTE BY POST" on the Single Form;</li> <li>• <b>Follow</b> the instructions provided in the Single Form;</li> <li>• <b>Do not fill in</b> any other boxes on the Single Form;</li> <li>• <b>Date and sign</b> in the "DATE AND SIGNATURE" box;</li> <li>• <b>Return</b> the Single Form to the financial intermediary that manages your securities.</li> </ul> | <p>The <b>completed, signed</b> Single Form, <b>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>Monday, April 12, 2021</b>.</p> <p><b>Do not, under any circumstances, send the Single Form directly to LVMH.</b></p> |
|  | Give proxy to the Chairman of the Meeting | <ul style="list-style-type: none"> <li>• <b>Fill in</b> the box marked "I HEREBY GIVE MY PROXY TO THE CHAIRMAN OF THE GENERAL MEETING" on the Single Form;</li> <li>• <b>Do not fill in</b> any other boxes on the Single Form;</li> <li>• <b>Date and sign</b> in the "DATE AND SIGNATURE" box;</li> <li>• <b>Return</b> the Single 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 "I HEREBY GIVE MY PROXY TO THE CHAIRMAN OF THE GENERAL MEETING" on the Single Form;</li> <li>• <b>Do not fill in</b> any other boxes on the Single Form;</li> <li>• <b>Date and sign</b> in the "DATE AND SIGNATURE" box;</li> <li>• <b>Return</b> the Single Form to the financial intermediary that manages your securities.</li> </ul>                         | <p>The <b>completed, signed</b> Single Form, <b>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>Monday, April 12, 2021</b>.</p> <p><b>Do not, under any circumstances, send the Single Form directly to LVMH.</b></p> |

<sup>1</sup> If your shares are held in pure registered or administered registered form, you will receive the Single Form by mail together with the convening brochure. If your shares are held in bearer form, the Single Form is available on the Company's website, [www.lvmh.com](http://www.lvmh.com) (under "Investors" / "Events" / "2021 Annual General Meeting") or can be obtained from your securities account holder or may be requested in writing from CACEIS Corporate Trust, Service Assemblées Générales Centralisées, 14 rue Rouget de Lisle – 92862 Issy-les-Moulineaux Cedex 9 (France) and must be received **at the latest by Friday, April 9, 2021**.

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

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|--|--|---|---|--|
|  | <p>Give a proxy to your spouse, civil partner, another shareholder of LVMH or any other person or legal entity</p> | <ul style="list-style-type: none"> <li>• <b>Fill in</b> the box marked “I HEREBY APPOINT [...] TO REPRESENT ME AT THE ABOVEMENTIONED MEETING” on the Single Form;</li> <li>• <b>Fill in</b> your proxy’s details;</li> <li>• <b>Do not fill in</b> any other boxes on the Single Form;</li> <li>• <b>Date and sign</b> in the “DATE AND SIGNATURE” box;</li> <li>• <b>Return</b> the Single 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 <b>cancel</b> a previously named proxy and, where appropriate, <b>designate</b> 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 “I HEREBY APPOINT [...] TO REPRESENT ME AT THE ABOVEMENTIONED MEETING” on the Single Form;</li> <li>• <b>Fill in</b> your proxy’s details;</li> <li>• <b>Do not fill in</b> any other boxes on the Single Form;</li> <li>• <b>Date and sign</b> in the “DATE AND SIGNATURE” box;</li> <li>• <b>Return</b> the Single Form to the financial intermediary that manages your securities;</li> <li>• <b>Ask</b> your securities account holder to send written confirmation to CACEIS Corporate Trust<sup>2</sup>.</li> </ul> <p>If you wish to <b>cancel</b> a previously named proxy and, where appropriate, <b>designate</b> a new proxy, your financial intermediary 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> by post no later than <b>Sunday, April 11, 2021</b>.</p> <p><b>Please note:</b> All designated proxies must send their instructions using the Single Form, no later than <b>Sunday, April 11, 2021</b>, to CACEIS Corporate Trust by email at : <a href="mailto:ct-mandataires-assemblies@caceis.com">ct-mandataires-assemblies@caceis.com</a>.</p> <p>For all proxy votes where the name of the proxy has not been provided, the Chairman of the Shareholders’ Meeting will vote in favor of adopting the draft resolutions presented or agreed by the Board of Directors and against all other draft resolutions.</p> <p><b>Do not, under any circumstances, send the Single Form directly to LVMH.</b></p> |

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

| How to participate<br>Choice of 2 ways  | Options   | Shares held in pure registered or administered registered form   | Shares held in bearer form   | Remarks   |
|---|---|--|--|---|
| <p>2 – Using the VOTACCESS PLATFORM</p> | <p>Vote by post</p> <p>OR</p> <p>Give proxy to the Chairman of the Meeting</p> <p>OR</p> <p>Give a proxy to your spouse, civil partner, another shareholder of LVMH or any other person or legal entity</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 Single Form sent with the convening brochure, and your usual password to access your account;</li> <li>• Once you are logged in, <b>click</b> on “Vote Online” and you will be automatically directed to the VOTACCESS platform;</li> <li>• <b>Follow</b> the on-screen instructions and <b>submit</b> your instructions.</li> </ul> <p>If you hold <b>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 Single 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<sup>3</sup>;</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>• <b>Click</b> on the icon which appears on the line corresponding to your LVMH shares;</li> <li>• <b>Follow</b> the on-screen indications;</li> <li>• <b>Submit</b> your instructions.</li> </ul> <p>Access to the VOTACCESS platform via the website of the shareholder’s securities account holder may be subject to special conditions of use defined by the latter. Consequently, if you are interested in this service, you are invited to contact your securities account holder in order to familiarize yourself with said conditions of use.</p> <p>If your securities account holder has not joined the VOTACCESS platform, you must follow the instructions provided above (by post using the Single Form)<sup>4</sup>.</p> | <p>The VOTACCESS platform will be open as of <b>9 a.m. on Wednesday, March 24, 2021 to 3 p.m.</b> (Paris time) <b>on Wednesday, April 14, 2021.</b></p> <p>To avoid potential congestion on the VOTACCESS platform, we recommend that you submit your instructions as soon as possible.</p> <p>For Shares held in pure registered or administered registered form, or shares held in bearer form when your securities account holder has joined the VOTACCESS platform if you have problems connecting, you can contact CACEIS Corporate Trust, Service Relations Investisseurs, by telephone on +33 (0)1 57 78 34 44 Monday to Friday from 8.30 a.m. to 17.30 p.m. (Paris Time) or by email at : <a href="mailto:ct-contact@caceis.com">ct-contact@caceis.com</a>.</p> <p>If you have voted using the VOTACCESS platform, please do not return your Single Form.</p> |

<sup>3</sup> If you do not have your password, you must request it by clicking on the button “**password forgotten or not received**”. Then follow the instructions displayed on the screen to obtain your login password.

<sup>4</sup> If you are a holder of bearer shares, whose securities account holder has not joined the VOTACCESS platform and who wish to cancel a named proxy, you must send an email to the address [ct-mandataires-assemblees@caceis.com](mailto:ct-mandataires-assemblees@caceis.com), including the name of the Company, the surname, first name, address and full bank details of the principal and the surname, first name and address of the proxy. You must request that your securities account holder sends written confirmation to CACEIS Corporate Trust, Service Assemblées Générales Centralisées, 14 rue Rouget de Lisle, 92862 Issy-les-Moulineaux Cedex 9, France no later than **Sunday, April 11, 2021**. Requests to appoint or cancel a proxy may solely be sent to the email address given above ; any other request or notification concerning other subjects sent to that email address will not be taken into account or processed.