

# LVMH



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## DISCLAIMER

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This document may contain certain forward looking statements which are based on estimations and forecasts. By their nature, these forward looking statements are subject to important risks and uncertainties and factors beyond our control or ability to predict, in particular those described in LVMH's Universal Registration Document which is available on the website ([www.lvmh.com](http://www.lvmh.com)). These forward looking statements should not be considered as a guarantee of future performance, the actual results could differ materially from those expressed or implied by them. The forward looking statements only reflect LVMH's views as of the date of this document, and LVMH does not undertake to revise or update these forward looking statements. The forward looking statements should be used with caution and circumspection and in no event can LVMH and its Management be held responsible for any investment or other decision based upon such statements. The information in this document does not constitute an offer to sell or an invitation to buy shares in LVMH or an invitation or inducement to engage in any other investment activities.

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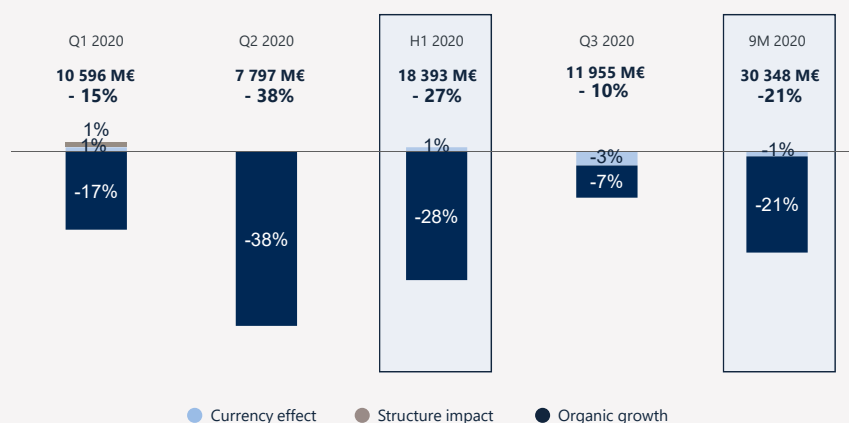
## 9 MONTHS 2020 REVENUE

### HIGHLIGHTS

- | Good resilience, notably from major brands, in an economic environment disrupted by a global health crisis
- | Strong recovery in Q3 for all business groups, with return to growth for Cognac and Fashion & Leather Goods
- | Significant improvement in trends in all regions in Q3 with Asia recording double-digit organic growth
- | Solid acceleration in online sales, partially offsetting the impact on revenue of several months of store closures
- | Suspension of international travel severely penalizing travel retail and hotel activities

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## 9 MONTHS 2020 QUARTERLY EVOLUTION OF REVENUE



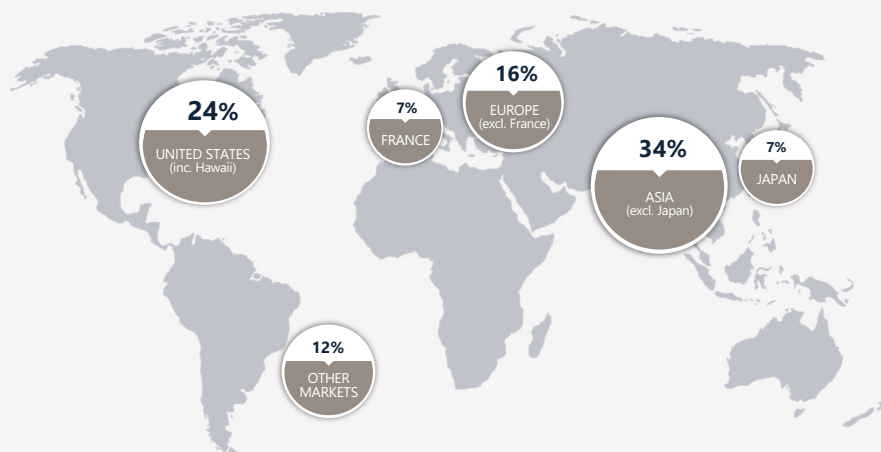
*The principles under which the effects of exchange rate fluctuations and changes in the scope of consolidation are determined are described on page 11 of 2020 Interim Financial Report.  
As table totals are calculated based on unrounded figures, there may be slight discrepancies between these totals and the sum of their component figures.*

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## 9 MONTHS 2020 REVENUE BREAKDOWN

### BY REGION

In % of total revenue



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## 9 MONTHS 2020 REVENUE CHANGE

### BY REGION

Organic growth versus same period of 2019	H1 2020	Q3 2020	9 MONTHS 2020
UNITED STATES*	- 24%	- 4%	- 17%
JAPAN	- 32%	- 17%	- 27%
ASIA (EXCL. JAPAN)	- 24%	+ 13%	- 12%
EUROPE	- 33%	- 24%	- 30%

\* Excl. Hawaii.

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## 9 MONTHS 2020 REVENUE CHANGE

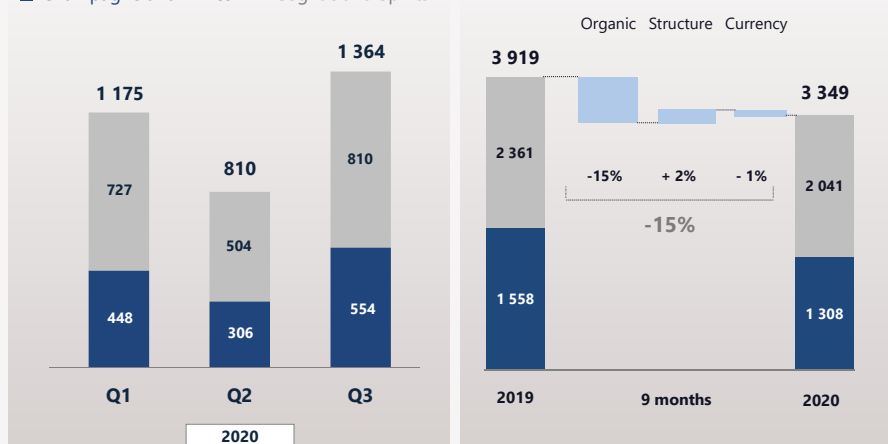
### BY BUSINESS GROUP

Organic growth versus same period of 2019	H1 2020	Q3 2020	9 MONTHS 2020
WINES & SPIRITS	- 23%	- 3%	- 15%
FASHION & LEATHER GOODS	- 24%	+ 12%	- 11%
PERFUMES & COSMETICS	- 29%	- 16%	- 25%
WATCHES & JEWELRY	- 39%	- 14%	- 30%
SELECTIVE RETAILING	- 33%	- 29%	- 31%
<b>TOTAL LVMH</b>	<b>- 28%</b>	<b>- 7%</b>	<b>- 21%</b>

## WINES & SPIRITS

### 9 MONTHS 2020 HIGHLIGHTS

In millions of euros ■ Champagne and Wines ■ Cognac and Spirits



## WINES & SPIRITS

### 9 MONTHS 2020 HIGHLIGHTS

#### |CHAMPAGNE & WINES

- Champagne: volumes down 23%; gradual recovery since June
- Limited consumption during first half, especially in restaurants and night clubs
- Improving performance in Europe in Q3 while US and Japan still challenging
- Launch of new eco-designed, 100% recyclable packaging for Ruinart; collaboration of Veuve Clicquot with Japanese artist Yayoi Kusama
- Integration of Château d'Esclans and Château du Galoupet, high-end rosé wines acquired in 2019

#### |COGNAC & SPIRITS

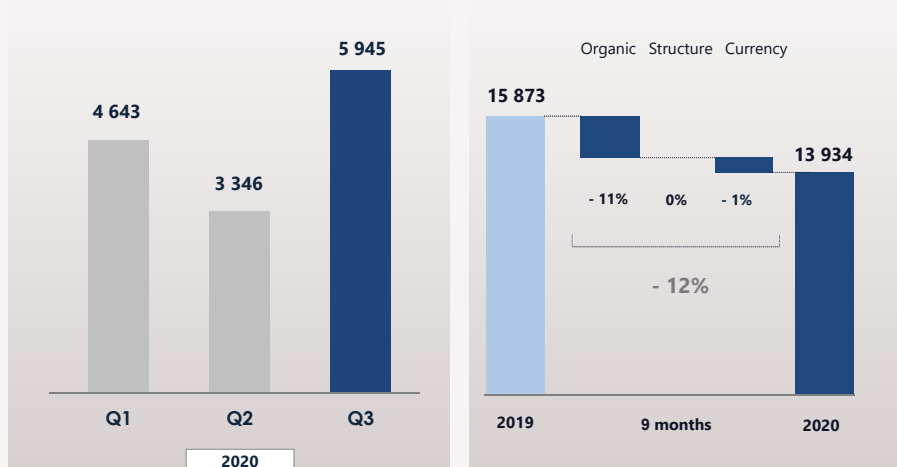
- Hennessy: volumes down 5 %; return to growth in Q3, driven by VS qualities and helped by US support for consumer spending
- Continued recovery in China; on-trade progressively returning to normal
- Launch of new high-end rum Eminente

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## FASHION & LEATHER GOODS

### 9 MONTHS 2020 HIGHLIGHTS

In millions of euros



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## FASHION & LEATHER GOODS

### 9 MONTHS 2020 HIGHLIGHTS

| Outstanding resilience of major brands despite closed stores and production sites in several countries; Q3 reached double-digit organic revenue growth

| Louis Vuitton: strong commercial and creative momentum for all businesses and market share gains

- Animation of iconic lines and new creations such as new jacquard pattern *Since 1854*; new collaborations with 6 contemporary artists for *Capucines* bag
- Continued commitment towards sustainable creativity
- Strengthened customer relations through innovative digital initiatives
- Opening of a new workshop in France, in Vendôme

| Christian Dior Couture: market share gains in all regions

- Development of emblematic products thanks to creative animations, such as *Dior Bobby*, Knitted *Bar Jacket*
- *Christian Dior, Designer of Dreams* exhibition opened in Shanghai after success in Paris and London
- Impressive new store rue Saint-Honoré, Paris
- Support for the UNESCO Global Education Coalition to mitigate impact of health crisis on youth education

| New Artistic Directors: Kim Jones at Fendi and Matthew Williams at Givenchy

| Loewe's original "Show-on-the-Wall" by JW Anderson very well received

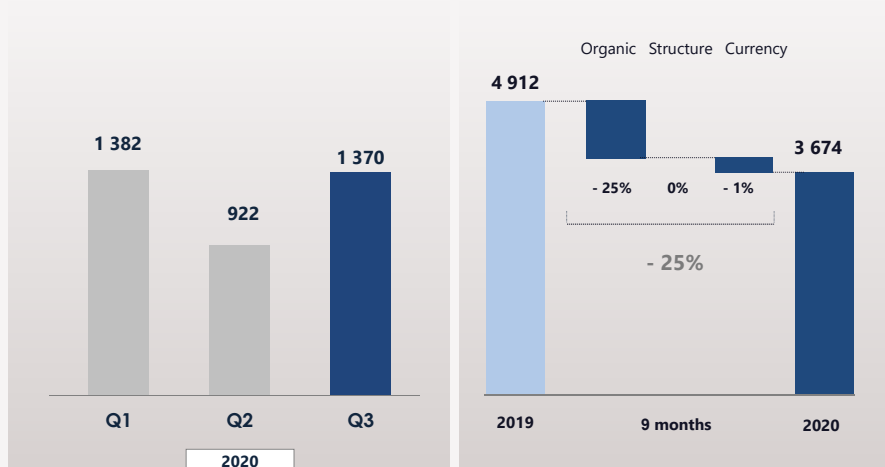
| Other brands saw significant improvement in Q3

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## PERFUMES & COSMETICS

### 9 MONTHS 2020 HIGHLIGHTS

In millions of euros



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## PERFUMES & COSMETICS

### 9 MONTHS 2020 HIGHLIGHTS

| Good resilience in context of decline in makeup and reduction in international travel, partly compensated by skincare momentum

| Parfums Christian Dior: launched new *J'adore Eau de Parfum Infinissime*; continued development of *Prestige* and *Capture* lines; strong Q3 performance for *Miss Dior* and *Sauvage*; solid online revenue growth

| Guerlain: continued rapid growth in skincare and solid online sales momentum

| Parfums Givenchy: roll-out of *Irresistible Givenchy* and successful launch of *Le Rouge Deep Velvet* lipstick

| Make Up For Ever: launch of *Rouge Artist*, ultra-precise lipstick inspired by makeup brushes

| Maison Francis Kurkdjian: launch of *l'Homme À la rose*, a rose-based fragrance for men

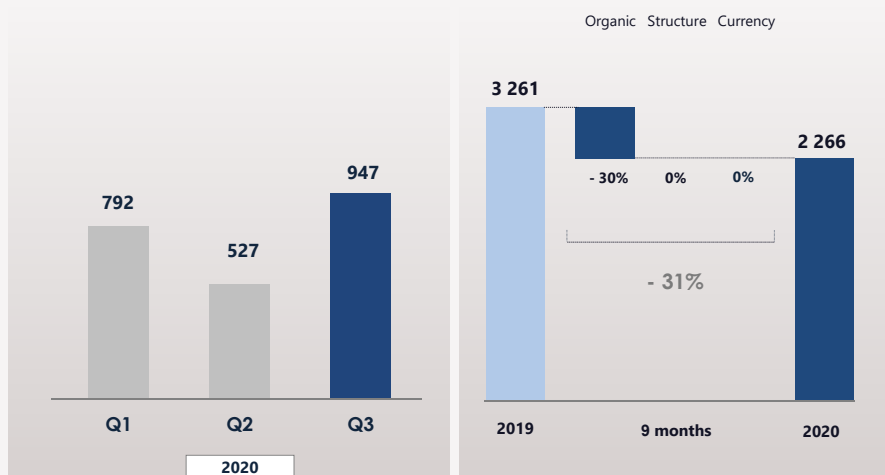
| Promising start for Fenty Skin, skincare brand by Rihanna

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## WATCHES & JEWELRY

### 9 MONTHS 2020 HIGHLIGHTS

In millions of euros



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## WATCHES & JEWELRY

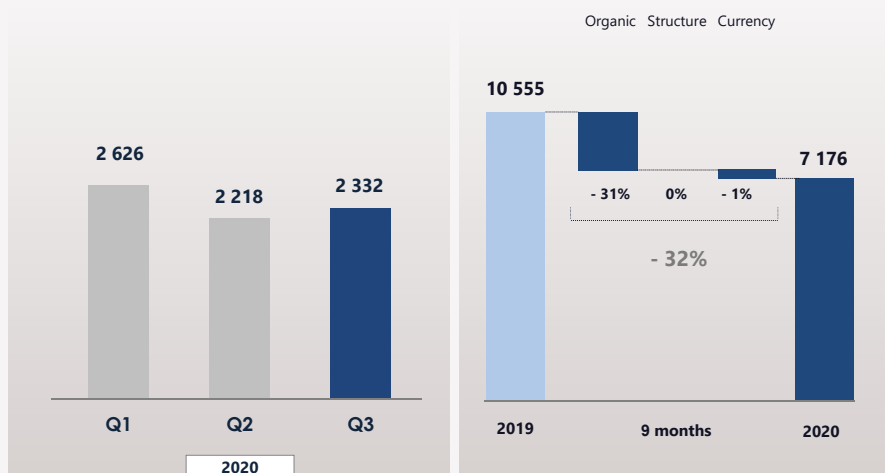
### 9 MONTHS 2020 HIGHLIGHTS

- | China rebound confirmed in Q3
- | Bvlgari: roll-out of High Jewelry line *Barocko*; good performance of *B.zero1* and *Divas' Dream* collections
- | TAG Heuer: celebration of 160th anniversary with launch of limited editions, notably in *Carrera* collection; good performance of third generation connected watch
- | Hublot: launch of connected watch *Big Bang E*
- | Chaumet: new High Jewelry collection *Perspectives*
- | Fred: positive reception to new capsule collection *Chance Infinie*.

## SELECTIVE RETAILING

### 9 MONTHS 2020 HIGHLIGHTS

In millions of euros





## SELECTIVE RETAILING

### 9 MONTHS 2020 HIGHLIGHTS

#### | SEPHORA

- Good resilience and market share gains in key countries
- Very strong growth of online sales
- Selective openings in the US and China
- Exclusive distribution in Sephora stores of singer and actress Selena Gomez's new brand *Rare Beauty*

#### | DFS

- Significant decline in revenue due to international travel suspension and store closures
- Gradual reopening of downtown stores in Venice, Macao and Hong Kong

#### | LE BON MARCHÉ

- Exhibition dedicated to Belgium

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## 9 MONTHS 2020 REVENUE

### SUMMARY

| LVMH has shown good resilience since the beginning of the year, in particular at major brands

| Encouraging revenue recovery in Q3; all business groups and regions improving trends versus H1

| Focus on innovative and high quality products, more selective investment, notably in store network expansion, cost management and agility

#### **Objective of LVMH**

**REINFORCE OUR LEADERSHIP POSITION IN GLOBAL LUXURY GOODS MARKET**

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