

LVMH partners with Canopy to further strengthen its commitment to forest conservation

LIFE 360 will act as the Group's environmental compass for the coming decade, formulating strategic priorities focused around four strategic action plans: creative circularity, traceability, biodiversity and climate. The Group's activities are intimately linked to nature. They would not be possible without farming, or growing grapes and other plants. The Group intends to take initiatives to restore what it takes from nature. Having calculated the exact measure of its impact, the Group now needs to minimize it. LVMH aims to have zero sourcing in areas where there is a very high risk of deforestation or desertification, and wants 100% of its strategic raw materials certified to the highest standards guaranteeing the preservation of ecosystems. Forests are key to this and for this reason, LVMH is committed to protecting the world's Ancient and Endangered Forests through our approach to the procurement of paper, packaging and fabrics traditionally made from trees.

To achieve this, LVMH and its Maisons will collaborate with environmental not-for-profit Canopy joining the industry leading Pack4Good and CanopyStyle initiatives. We will engage with innovative companies and suppliers to ensure our supply chains for paper, paper packaging and fabrics are free of fibre from the world's Ancient and Endangered Forests by the end of 2022. We will also support approaches and systems, and will influence our supply chains to protect the world's remaining forests and endangered species habitat; avoid illegal logging and deforestation; and forward the Free, Prior and Informed Consent of local communities and indigenous rights and title.

LVMH and its Maisons will also support and encourage the development of fibre sources that reduce environmental and social impacts, with a focus on recycled and Next Generation fibres including agricultural residues for both paper, paper packaging and fabrics. With solutions already available, we will preference products made from recycled textiles, agricultural residues and microbial cellulose.

As substitutions for plastics, especially single-use, drive forward, we will support this necessary shift concurrently with the pressing need to reduce pressure on the world's forests and will instead look to other solutions.

For all forest-based fabrics (lyocell, modal, acetate, viscose, ...) we will first preference recycled and Next Generation fabrics and use Canopy's Hot Button report to purchase only from suppliers that have been deemed to be of low risk of sourcing from the world's Ancient and Endangered Forests and meeting the conditions above.

LVMH Initiatives For the Environment Program (LIFE 360) recognizes and celebrates the importance of the world's Ancient and Endangered Forests as key to the world's biodiversity and our ability to address climate change.