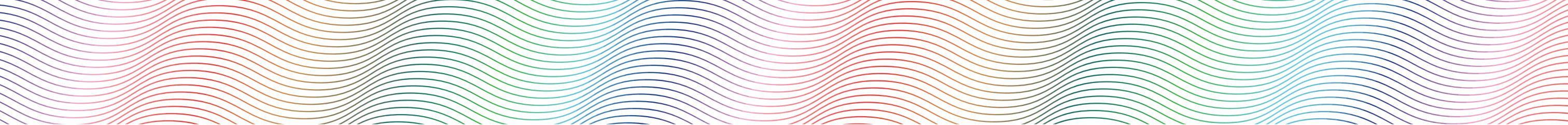


PRIDE
Walk the Talk

LVMH



Pride Month is that time of the year when we celebrate our progress towards LGBTI+ inclusion. But LVMH's commitment goes way beyond walking in Pride Parades.

We are diverse by essence.
We are inclusive by choice.
And it's everyone's business.

We strongly believe in people's uniqueness, in their talent, in their singularity – whatever their background. Beyond our work environment, we are committed to offering an inclusive experience, where everyone that is part of our ecosystem – our people, partners and clients, feel welcomed, respected and represented.

LVMH

A group of seven LVMH employees, four women and three men, are standing in front of a backdrop that reads 'PRIDE LVMH' in a repeating pattern. On the left, a woman wears a white t-shirt with the 'MARC JACOBS' logo. In the center, a man and a woman hold a large document with signatures. To the right, another woman holds a small blue folder. The group is diverse in age and appearance. American and French flags are visible on the far left and right edges of the frame.

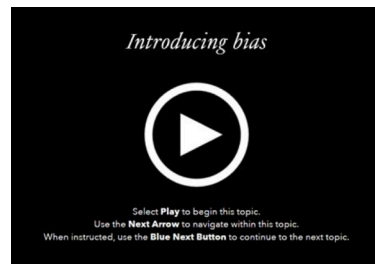
The ever-growing commitment to LGBTI+ inclusion

In its **Code of Conduct**, LVMH is formally committed to ensuring that all employees enjoy their rights irrespective of gender identity or sexual orientation.

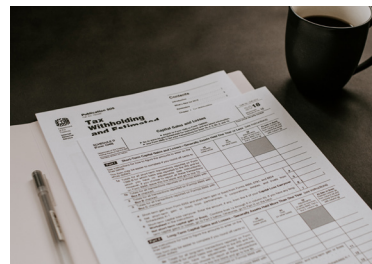
In 2019, LVMH signed the **United Nations** Standards of Conduct for business on tackling discrimination against LGBTI people.

In 2022, LVMH reaffirmed its commitment by signing the Charter of L'**Autre Cercle** the leading French association on LGBT+ inclusion in the workplace.

Our concrete actions at Group level



Launched in 2022, the “**Managing Bias and Building Inclusion at LVMH**” e-learning is now available in 9 languages to all LVMH employees worldwide.



All recruiters are trained on **Inclusive hiring practices** and **resume testing** is carried out regularly to reveal potential discriminations, including on criteria related to gender identity and sexual orientation.



In 2022, we updated our Human Resources Information Systems to allow for **gender self-identification** for all our employees worldwide.



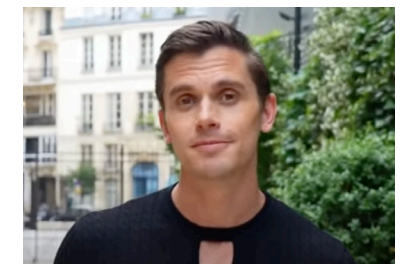
We support our **All LVMH Pride** networks, which are powerful employee-led platforms engaging LGBTI+ employees and allies currently set up in the USA, UK, France and Japan.



We value our partnerships with organizations such as **Le Refuge** in France or the **Ali Forney Center** in the USA, supporting homeless LGBTI+ youths and empowering them with the tools needed to be independent.



On May 17, 2022, **International Day Against Homophobia and Transphobia**, LVMH supported a film directed by Benoît Pétré with the support of têtù to raise awareness on the microaggressions that members of the LGBTI+ community face every single day.



For Pride Month 2022, LVMH produced **Voices of Inclusion - Pride conversations**, a global series in collaboration with têtù and Antoni Porowski from Netflix’s “Queer Eye”. As the Group’s special envoy, Antoni interviewed LVMH employees in their work environments, from New York and London to Paris and Singapore, on the important notion of allyship.

LVMH
Fragrance Brands

LOEWE

LOUIS VUITTON

MAKE UP
FOR EVER
PROFESSIONAL PARIS

Maison Francis Kurkdjian

ët Hennessy

MOYNAT
PARIS

Officine Universelle Buly

PATOU

SEPHORA

The change our Maisons drive on the ground

Since 2019, our Maisons have implemented more than **150 LGBTI+ inclusion-focused initiatives** aligned with their DNA, sectors and geographies. Each year, the Maisons' initiatives are recognized by the **Inclusion Index**, which aims to promote and capture our collective impact along six major dimensions: **Gender Equity, LGBTI+ inclusion, Origins, Generations, Disability inclusion, Inclusive Culture**, cross-cutting to our **3 pillars:**

People, Partners, Image.



PEOPLE

LVMH and its Maisons aim to embed inclusive practices into the entire employee journey. We strive to ensure recruitment processes free of any forms of discrimination, as well as provide equitable career development opportunities to all. Our policies, from mobility to compensation and benefits, aim to further enhance diversity and equity within our Talent experience. Maisons' initiatives include:

The Louis Vuitton logo, consisting of the brand name in a bold, black, sans-serif font, centered within a thin black rectangular border.

The law in certain countries does not recognize same-sex marriages, civil unions, or domestic partnerships. Despite this lack of formal legal recognition, **Louis Vuitton offers medical coverage for partners of LGBTQI+ employees** in the Philippines, India and Thailand to provide consistent and inclusive benefits on a daily basis.



Hello SUNShine! Pride Virtual Event by **Parfums Christian Dior & Loewe Perfume**, a virtual celebration during Pride Month 2021 featuring testimonies from employees from the LGBTI+ community as well as an interview with Drag Queen Velvet Lenore.



The Bar @MH USA, an employee-led network at **Moët Hennessy**, partnered with Get Phluid to design the first company-wide bespoke training module around LGBTQIA+ called EMBARK. This training focused on gender identity in the workplace to help employees gain foundational understanding of gender, sexual identity and orientation and the concept of allyship. Following its success, Embark Training part 2 will be deployed in June 2023.

PARTNERS

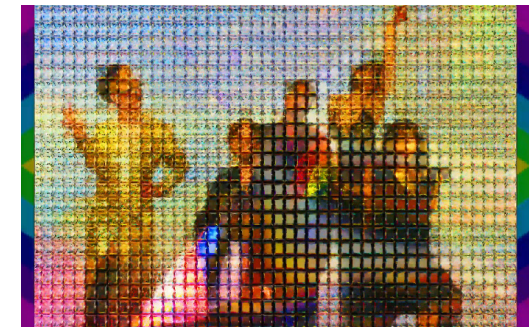
LVMH and its Maisons also aim to extend this vision through their entire supply chain. Through our Supplier Code of Conduct, we ensure that the partners we work with are aligned with our ethical principles for impact throughout our wider ecosystem. Maisons' initiatives include:



Sephora launched a makeup collab between Sephora Collection and French influencer Richaard, a proud member of the LGBTI+ community, in partnership with the MAG Jeunes LGBT+. Part of the proceeds from the sales went to the MAG Jeunes LGBT+, an association supporting LGBTI+ youth inclusion.



Moët Hennessy partnered with the Wine and Spirit Education Trust (WSET), the global authority in Wines and Spirits certification, to help LGBTI+ bars resume activities after the COVID-19 pandemic. Moët Hennessy sponsored 100 WSET Level 1 certifications to enhance the employability of members of the community that found themselves unemployed due to the pandemic.



Givenchy Parfums teamed up with gallery owner Amar Singh and artists from Rewind Collective to create a series of NFTs for Pride Month 2022. Profits from the sales went to the MAG Jeunes LGBT+ association, which supports the young LGBTQI+ community.

IMAGE

At Group level, we amplify and advocate for the promotion of diversity and inclusion through global communications, putting the spotlight on our engagement and reflecting our diversity of talents, sectors and métiers.

Maisons' initiatives include:



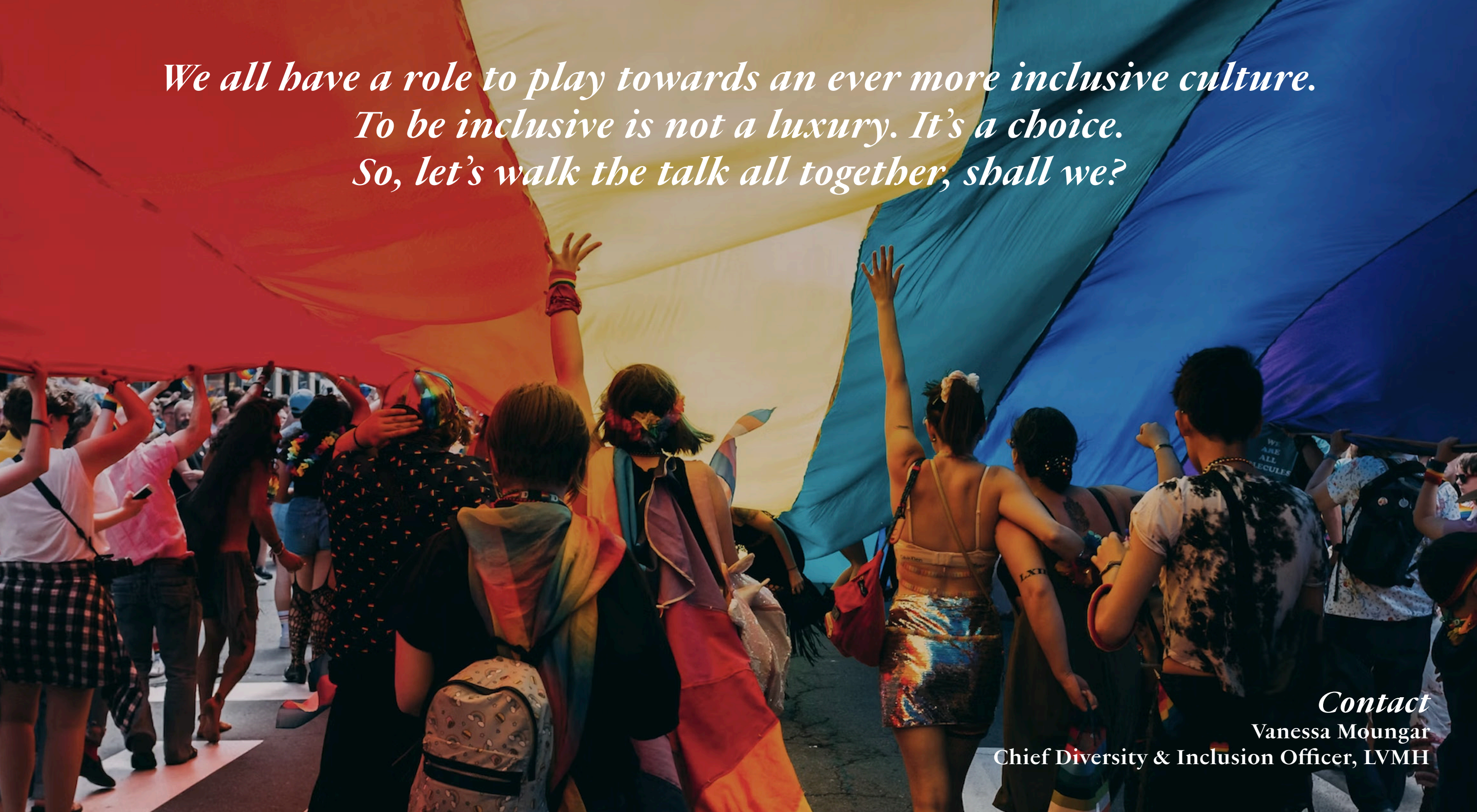
Tiffany & Co. famously featured a same-sex couple in its 2015 campaign “Will you?” before changing the name of its “Bridal” collection to the more inclusive “Love and Engagement.” In 2021, Tiffany expanded its collection with its first Men’s Engagement Ring, the Charles Tiffany Setting, to further celebrate modern love.



In 2022, **Belmond** organized the first “Travelling with Pride” journey, a two-day trip onboard the legendary Venice Simplon-Orient-Express between Venice and Paris. Guests were invited to embark on a glamorous and iconic journey celebrating modern queer brilliance in the presence of legendary icons and activists of the LGBTI+ community. Following its success, Travelling with Pride will return for its second edition in November 2023.



Through its initiative Proud for Ever, **Make Up For Ever** celebrates unique personalities from the LGBTI+ community to highlight their struggles, hopes and wishes for the future. Through a series of rich and intimate portraits, duos from two different generations are invited to share their personal stories while getting ready for Pride. From the first experiences in the community to the affirmation of oneself, the different experiences and perceptions come together around the joy of creating with makeup.

A large group of people, mostly seen from behind, are participating in a Pride parade. They are holding up a massive rainbow flag that stretches across the top of the frame. The flag's colors are vibrant: red, orange, yellow, green, blue, and purple. The participants are dressed in various styles, including casual t-shirts, skirts, and some with rainbow-themed accessories like headbands and backpacks. The scene is set outdoors on a city street, with the flag being the central focus of the celebration.

*We all have a role to play towards an ever more inclusive culture.
To be inclusive is not a luxury. It's a choice.
So, let's walk the talk all together, shall we?*

Contact
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Chief Diversity & Inclusion Officer, LVMH

LVMH