

LVMH Group & China Market

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LVMH is the world's largest luxury conglomerate, listed on the Paris stock exchange, with over 60 internationally renowned luxury brands - including Louis Vuitton, Fendi, Celine, Loewe, Givenchy, Parfums Christian Dior, Guerlain, Hennessy, Dom Perignon, Moët & Chandon, Tag Heuer, Sephora and DFS.

LVMH Group has also been leading in China's luxury market development and in educating the Chinese consumers about luxury. Apart from **Hennessy** which started in Shanghai in 1859, **Parfums Christian Dior** was the first Western prestige cosmetics brand to enter China in 1979 through the Friendship Stores in Beijing, Shanghai & Guangzhou when China adopted its "open door" policy; and pioneered a direct China subsidiary in 1993 before all other competitors to successfully develop a retail distribution network across the country; **Louis Vuitton** opened its first boutique in 1992 at Beijing's Peninsula Palace Hotel; now with 27 boutiques in 22 major Chinese cities, both playing a key role in creating high-end retail projects and helping to upgrade many cities' retail landscape; and **Sephora** opened its first store in Shanghai in 2005 upon China's accession into WTO and now has established 52 stores in 19 major cities. To date, LVMH Group has 35 of its brand already officially distributed across the country, with over 900 authorized retail outlets, and the Group directly employs over 4800 people. With the continuing development of China, as expected, Chinese consumers' purchasing power is growing everyday and becoming increasingly important for the Group.

For more information of the Group, please refer to www.lvmh.com.

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