

Christian Dior

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PRESS RELEASE

2010: AN EXCELLENT YEAR FOR THE CHRISTIAN DIOR GROUP

In 2010, the **Christian Dior Group** recorded revenue of 21.1 billion Euros, an increase of 19% compared to 2009. All business groups saw excellent momentum in Europe, Asia and the United States.

Revenues increased by 20% in the fourth quarter. This performance is in line with the favourable trends observed since the beginning of the year and compares to the fourth quarter in 2009 which also grew.

Profit from recurring operations increased by 29% to 4,338 million Euros. The current operating margin improved by 1.6 percentage points to reach 20.5% in 2010 with all businesses contributing to this improvement.

Group share of net profit stood at 1,261 million Euros. Free cash flow reached 3,013 million Euros, an increase of 37% compared to 2009.

Euro millions	2010	2009	% change
Revenue	21,123	17,745	+ 19 %*
Profit from recurring operations	4,338	3,356	+ 29 %
Net profit	3,269	1,902	+ 72 %
<i>of which Group share</i>	<i>1,261</i>	<i>695</i>	<i>+ 81 %</i>
Free cash flow **	3,013	2,194	+ 37 %

* +13% at comparable structure and exchange rates.

** Before financial investments, transactions relating to equity and financing activities.

LVMH revenues increased to 20,320 million Euros in 2010 and profit from recurring operations stood at 4,321 million Euros. Highlights of 2010 include:

- Further market share gains throughout the world;
- Continued rapid growth in Asia;
- Double-digit revenue growth and exceptional profitability at Louis Vuitton;
- Strong results from DFS and Sephora which continue to increase their lead over competitors across all regions in which they operate;
- Rapid revenue growth for Wines & Spirits;
- Momentum at Parfums Christian Dior due to the continued success of its iconic perfumes;
- Doubled profit from recurring operations at Watches & Jewelry.

LVMH revenue by business group:

Euro millions	2010	2009	% change	
			Reported	Organic*
Wines & Spirits	3,261	2,740	+ 19 %	+ 13 %
Fashion & Leather Goods	7,581	6,302	+ 20 %	+ 13 %
Perfumes & Cosmetics	3,076	2,741	+ 12 %	+ 9 %
Watches and Jewelry	985	764	+ 29 %	+ 21 %
Selective Retailing	5,378	4,533	+ 19 %	+ 14 %
Other activities and eliminations	39	(27)	-	-
Total LVMH, as reported	20,320	17,053	+ 19 %	+ 13 %

*With comparable structure and exchange rates.

LVMH profit from recurring operations by business group:

Euro millions	2010	2009	% change
Wines & Spirits	930	760	+ 22 %
Fashion & Leather Goods	2,555	1,986	+ 29 %
Perfumes & Cosmetics	332	291	+ 14 %
Watches and Jewelry	128	63	+ 103 %
Selective Retailing	536	388	+ 38 %
Other activities and eliminations	(160)	(136)	-
Total LVMH, as reported	4,321	3,352	+ 29 %

Christian Dior Couture revenue stood at 826 million Euros in 2010, a growth of 15% at current exchange rates and 10% at constant exchange rates, compared to 2009. Revenue from retail activities increased by 22% (or 16% at constant exchange rates), demonstrating strong growth momentum across the world.

Profit from recurring operations rose to 35 million Euros, a strong increase compared to 2009, thanks to a net improvement in gross margin. Leather Goods and Ready-to-wear (for men and women) performed particularly well. As part of its strategy of excellence, Christian Dior Couture will continue, in 2011, its store opening and renovation programme in markets with strong potential.

After an exceptional 2010, the **Christian Dior Group** is well equipped to continue its growth momentum across all business groups in 2011. Its strategy will remain focused on developing its brands through strong innovation, quality and expansion in the high potential markets.

Driven by the agility of its organisation, the balance of its different businesses and geographic diversity, the Group enters 2011 with confidence and has set itself the objective of increasing, once again, its global leadership position in luxury goods.

At the Annual Shareholders Meeting on March 31, 2011, Christian Dior will propose a dividend of 2.11 Euros per share, an increase of 27%. An interim dividend of 0.88 Euros per share was paid on December 2 of last year. The balance of 1.23 Euros per share will be paid on May 25, 2011.

The Christian Dior Board met on February 3, 2011 to approve the financial statements for 2010. Audit procedures have been carried out and the audit report is being issued.

Regulated information related to this press release is available on the internet site www.dior-finance.com

Certain information included in this press release is forward looking and is subject to important risks and uncertainties and factors beyond our control or ability to predict, that could cause actual results to differ materially from those anticipated, projected or implied. It only reflects our views as of the date of this presentation. No undue reliance should therefore be based on any such information, it being also agreed that we undertake no commitment to amend or update it after the date hereof.

APPENDIX

Christian Dior - Quarterly revenue by business group

2010 Fiscal year

Euro millions	Christian Dior Couture	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other activities & eliminations	Total
First quarter	180	635	1,729	736	204	1,181	(17)	4,648
Second quarter	193	667	1,787	705	239	1,238	(16)	4,813
Third quarter	221	846	1,948	805	244	1,294	(31)	5,327
Fourth quarter	232	1,113	2,117	830	298	1,665	80	6,335
Total revenue	826	3,261	7,581	3,076	985	5,378	16	21,123

2009 Fiscal year

Euro millions	Christian Dior Couture	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other activities & eliminations	Total
First quarter	169	540	1,598	663	154	1,085	(27)	4,182
Second quarter	171	539	1,390	622	192	1,042	(1)	3,955
Third quarter	178	682	1,549	686	187	1,040	(13)	4,309
Fourth quarter	199	979	1,765	770	231	1,366	(11)	5,299
Total revenue	717	2,740	6,302	2,741	764	4,533	(52)	17,745