

LVMH

Press release

LVMH provides aid to help fight the wildfires in the Amazon

Paris, August 26th, 2019

Bernard Arnault, Chairman and Chief Executive Officer of LVMH, and Yann Arthus-Bertrand, Member of the LVMH Board of Directors, saluted on Monday on behalf of LVMH the announcement by French President Emmanuel Macron and the G7 initiative to provide financial aid to help fight the wildfires that are ravaging the Amazon.

Bernard Arnault and Yann Arthus-Bertrand have announced that LVMH will join this initiative by contributing 10 million euros to what must become a collective effort.

They call on all those who share their belief that the Amazon, a world heritage treasure, must be protected, to join this initiative. They emphasize that France has the honor of sharing responsibility for this immense rainforest, along with its vast neighbor Brazil and its other South American neighbors. This initiative reflects recognition of this responsibility by the LVMH Group, which is also engaged alongside UNESCO in protecting biodiversity across the planet.

Yann Arthus-Bertrand said: “Protecting the environment is not just about words and speeches or signing declarations of principle, it also requires taking concrete collective actions when dangers arise in order to provide resources for local specialists and work together to save our planet. I am proud that LVMH is participating in this emergency effort and I hope that many others will follow suit.”

LVMH

LVMH

LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia and Ao Yun. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Celine, Loewe, Kenzo, Givenchy, Pink Shirtmaker, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Nicholas Kirkwood, Loro Piana, RIMOWA, Patou and Fenty. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Parfums Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bvlgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Groupe Les Echos, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond and Cheval Blanc hotels.

LVMH CONTACT

Media <i>Jean-Charles Tréban</i> LVMH + 33 1 44 13 26 20	Analysts and investors <i>Chris Hollis</i> LVMH + 33 1 44 13 21 22
--	--

MEDIA CONTACTS

France <i>Aymeric Granet / Charlotte Mariné</i> Publicis Consultants + 33 1 44 82 46 05	France <i>Michel Calzaroni / Olivier Labesse / Hugues Schmitt / Thomas Roborel de Climens</i> DGM Conseil + 33 1 40 70 11 89
Italy <i>Michele Calcaterra, Matteo Steinbach</i> SEC and Partners + 39 02 6249991	UK <i>Hugh Morrison, Charlotte McMullen</i> Montfort Communications + 44 7921 881 800
US <i>James Fingeroth, Molly Morse, Anntal Silver</i> Kekst & Company + 1 212 521 4800	China <i>Daniel Jeffreys</i> Deluxewords +44 772 212 6562