

MEDIA/PUBLISHING

LVMH releases interactive version of 2019 annual report

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LVMH chairman/CEO Bernard Arnault stresses the group's resilience and adherence to standards in his 2019 annual report message to shareholders. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH Mot Hennessy Louis Vuitton has released its 2019 annual report outlining the progress that the French luxury conglomerate made last year, while acknowledging the challenges ahead with the ongoing COVID-19 coronavirus crisis that has shaken the foundations of businesses worldwide.

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The Paris-based owner of Louis Vuitton and Dior posted revenue of \$59.1 billion (53.7 billion) for 2019, up 15 percent from the previous year's \$51.2 billion (46.8 billion) and posting an organic revenue growth of 10 percent. Europe and the United States showed good growth last year, and so did Asia, despite a difficult environment in Hong Kong in the second half of 2019.

"2019 was another record year for our Group and its Maisons, with double-digit growth in both revenue and profit," said Bernard Arnault, LVMH chairman/CEO, in his message to shareholders.

"This performance reflects a well-calibrated strategy applied consistently and effectively," he said. "But it could not have been achieved without the exceptional appeal of our Maisons: their ability to constantly surprise and enchant our customers.

"By endeavoring to always forge our own path, guided by our long-term vision, we have reaped the rewards of ambitious choices, investments and patient developments years in the making.

"This long-term commitment is what sets us apart, and allows our Maisons and employees the time they need to fully express their potential and talent. It also drives our ability to adapt and respond to the unprecedented crisis that the world is facing in this early part of 2020, and underpins the powerful resilience of our Group, which will rise to this challenge as we have always done in the past."

Key figures:

Euro millions	2018	2019	% change
Revenue	46 826	53 670	+15 %
Profit from recurring operations	10 003	11 504	+15 %
Group share of net profit	6 354	7 171	+ 13 %
Operating free cash flow	5 452	6 167	+ 13 %
Net financial debt	5 487**	6 206	+ 13 %
Total equity	33 957	38 365	+ 13 %

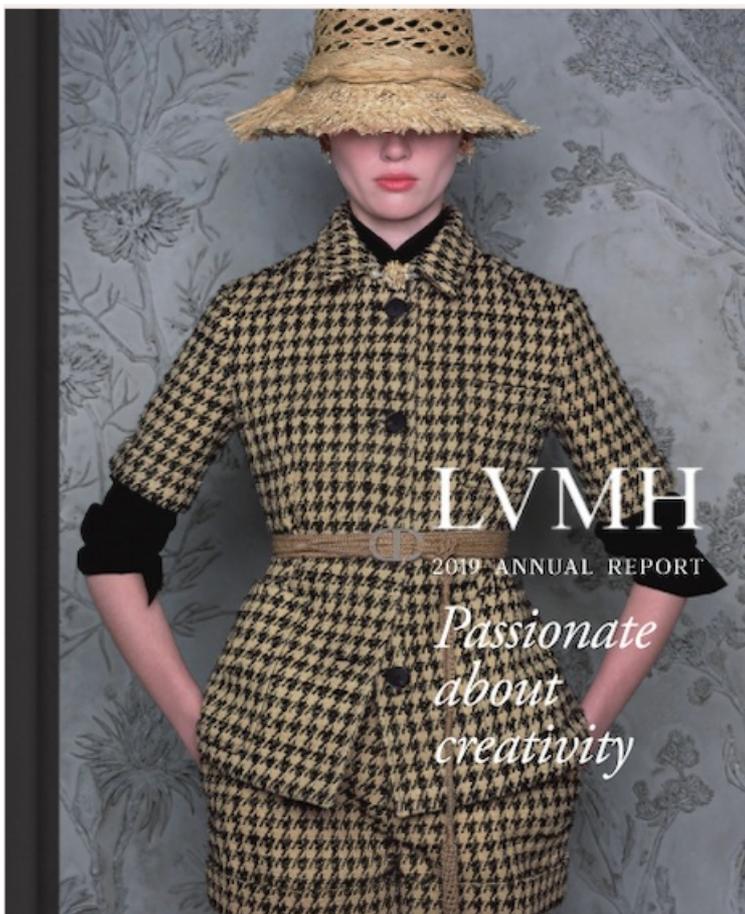
* Incorporating for the first time the impact of the application of IFRS 16 Leases.

** Excluding the acquisition of Belmond shares at the end of 2018 for € 274 million.

Key figures for 2019 LVMH revenue performance. Source: LVMH

Annual digital

The 148-page annual report chronicles the highlights of the group's financial performance last year, as well as the accomplishments of the 75 brands that comprise the portfolio by sector: wines and spirits, fashion and leather goods, perfumes and cosmetics, watches and jewelry, and selective retailing.



Cover of LVMH's 2019 annual report that was designed and produced by ad agency Havas Paris. Image credit: LVMH

LVMH also spells out the group's commitment to talent, philanthropy, ethics, partnerships and the environment.

Ad agency **Havas Paris** designed and produced the report.



The Louis Vuitton update in the LVMHStories section of the 2019 annual report. Image credit: LVMH

[Please click here to access the interactive version of LVMH's 2019 annual report](#)

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