

LVMH Press Release**Tuesday, September 01, 2015 12:44:00 PM (GMT)**

LVMH announces the appointment of **Ian Rogers** as **Chief Digital Officer of the LVMH Group**, effective October 2015.

Bernard Arnault, Chairman and CEO of LVMH, declared: *"I am happy to welcome Ian into our Group to strengthen our digital ecosystem. He will build on the foundations laid by Thomas Romieu, take the Houses to the next level and explore new opportunities for the Group in the digital sphere. Ian will bring his extensive experience in high-end digital ventures and his innovation-driven spirit to develop LVMH leadership in the digital luxury field."*

A graduate in computer science from Indiana University, Ian Rogers started his career in 1993 as webmaster successively for the Beastie Boys and at Nullsoft. In 2001 he founded Mediocode which was later taken over by Yahoo, where he became VP and General Manager, Music. In 2008, he became CEO of Topspin Media. In 2013 he joined Beats Music as CEO. Last year he joined the iTunes team at Apple as Senior Director pursuant to their acquisition of Beats Music. Ian contributed to the recent launch of Apple Music including Beats1, their digital streaming channel.

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, Hennessy, Glenmorangie, Ardbeg, Wen Jun, Belvedere, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton et Numanthia. Its Fashion and Leather Goods division includes Louis Vuitton, Céline, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Donna Karan, Marc Jacobs, Berluti, Nicholas Kirkwood and Loro Piana. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Parfums Kenzo, Parfums Loewe as well as other promising cosmetic companies (BeneFit Cosmetics, Make Up For Ever, Acqua di Parma and Fresh). LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, la Samaritaine and Royal Van Lent. LVMH's Watches and Jewelry division comprises Bulgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred, Hublot and De Beers Diamond Jewellers Ltd, a joint venture created with the world's leading diamond group.

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