MOËT HENNESSY DANMARK A/S Langebrogade 6 1411 København K

Årsrapporten er fremlagt og godkendt på selskabets ordinære generalforsamling den

31/05/2017

Lars Belling
Dirigent

Årsrapport

1. januar 2016 - 31. december 2016

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Virksomhedsoplysninger

Virksomheden MOËT HENNESSY DANMARK A/S

Langebrogade 6 1411 København K

Telefonnummer: 32837360

CVR-nr: 27960197

Regnskabsår: 01/01/2016 - 31/12/2016

Bankforbindelse Nordea

Strandgade 3

0900 København C

DK Danmark

Revisor Deloitte Statsautoriseret Revisonspartnerselskab

Weidekampsgade 6 2300 Kønbenhaven S

DK Danmark

CVR-nr: 33963556 P-enhed: 1017192430

Ledelsespåtegning

The Board of Directors and the Executive Board have today considered and approved the annual report of Moët Hennessy Denmark A/S for the financial year 01.01.2016 - 31.12.2016.

The annual report is presented in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the Entityøs financial position at 31.12.216 and of the result of its operations for the financial year 01.01.2016 - 31.12.2016.

We believe that the management commentary contains a fair review of the affairs and conditions referred to therein.

We recommend the annual report for adoption at the annual General Meeting.

Copenhagen, den 31/05/2017

Direktion

Lars Belling CEO

Bestyrelse

Graham William Boyes Board Member Maryse Malicet Board Member

Den uafhængige revisors revisionspåtegning

To the shareholders of MOËT HENNESSY DANMARK A/S

Konklusion

We have audited the financial statements of MOËT HENNESSY DANMARK A/S for the financial year 01.01.2016 - 31.12.2016, which comprise the income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies. The financial statements are prepared in accordance with the Danish Financial Statements Act

In our opinion, the financial statements give a true and fair view of the Entity's financial position at 31.12.2016 and of the results of its operations for the financial year 01.01.2016 - 31.12.2016 in accordance with the Danish Financial Statements Act.

Grundlag for konklusion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the Auditor's responsibilities for the audit of the financial statements section of this auditor's report. We are independent of the Entity in accordance with the International Ethics Standards Board of Accountants' Code of Ethics for Professional Accountants (IESBA Code) and the additional requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Ledelsens ansvar for regnskabet

Management is responsible for the preparation of financial statements that give a true and fair view in accordance with the Danish Financial Statements Act, and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Management is responsible for assessing the Entity's ability to continue as a going concern, for disclosing, as applicable, matters related to going concern, and for using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Revisors ansvar for revisionen af regnskabet

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism throughout the audit. We also

• Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material

misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements, and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures in the notes, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Udtalelse om ledelsesberetningen

Management is responsible for the management commentary.

Our opinion on the financial statements does not cover the management commentary, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the management commentary and, in doing so, consider whether the management commentary is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the management commentary provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that the management commentary is in accordance with the financial statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement of the management commentary.

Copenhagen, 31/05/2017

Lars Andersen
State Authorised Puiblic Accountant
Deloitte Statsautoriseret Revisonspartnerselskab

CVR: 33963556

Ledelsesberetning

Primary activities

The object of the Company is trade in and distribution of, among other things, champagne, cognac and other alcoholic beverages and other related activities, and to act as holding company for sales and distribution companies in Norway, Sweden and Finland.

Development in activities and finances

The Company's income statement for the year ended 31 December 2016 shows a net profit of DKK 13,640 thousand and the balance sheet at 31 December 2016 shows a shareholders equity of DKK 47,382 thousand.

The result is as expected.

Uncertainty relating to recognition and measurement

There are no relevant uncertainty relating to recognition and measurement.

Unusual circumstances affecting recognition and measurement

There are no unusual circumstances affecting recognition and measurement.

Outlook

The Company expects a positive development in sales for the coming year.

Particular risks

There are no particular risks.

Events after the balance sheet date

No events have occurred after the balance sheet date to this date which would influence the evaluation of this annual report

Hoved- og nøgletal

	2016	2015	2014	2013	2012
	kr.	kr.	kr.	kr.	kr.
Key figures					
Revenue	126,239	136,179	119,452	105,331	92,084
Profit (loss) from ordinary operating activities	9,675	13,396	9,733	9,499	6,534
Net financials	13,598	13,598	23,395	24,708	-147
Profit (loss)	13,640	24,093	32,720	31,548	5,040
Total assets	78,667	73,261	69,368	53,563	42,237

Investment in property, plant and equipment	85	61	387	188	79
Equity	47,382	33,747	34,679	26,986	14,133
Financial ratios					
Operating margin	10,8 %	17,7 %	27,4 %	30,0 %	5,5 %
Gross margin	17,6 %	20,4 %	21,1 %	23,4 %	23,3 %
Solvency ratio	60,2 %	46,1 %	50,0 %	50,4 %	33,5 %
Return on equity	33,6 %	70,4 %	106,1 %	153,4 %	74,6 %

Anvendt regnskabspraksis

Årsrapporten er aflagt i overensstemmelse med årsregnskabslovens bestemmelser for Regnskabsklasse C, mellemstor virksomhed.

Referring to section 112 (1) / section 112 (2) of the Danish Financial Statements Act, Moët Hennessy Danmark A/S has not prepared any consolidated financial statements.

The accounting policies applied for these financial statements are consistent with those applied last

Recognition and measurement

Assets are recognised in the balance sheet when it is probable as a result of a prior event that future economic benefits will flow to the Entity, and the value of the asset can be measured reliably. Liabilities are recognised in the balance sheet when the Entity has a legal or constructive obligation as a result of a prior event, and it is probable that future economic benefits will flow out of the Entity, and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. Measurement subsequent to initial recognition is effected as described below for each financial statement item.

Anticipated risks and losses that arise before the time of presentation of the annual report and that confirm or invalidate affairs and conditions existing at the balance sheet date are considered at recognition and measurement

Income is recognised in the income statement when earned, whereas costs are recognised by the amounts attributable to this financial year.

Foreign currency translation

On initial recognition, foreign currency transactions are translated applying the exchange rate at the transaction date. Receivables, payables and other monetary items denominated in foreign currencies that have not been settled at the balance sheet date are translated using the exchange rate at the balance sheet date. Exchange differences that arise between the rate at the transaction date and the one in effect at the payment date, or the rate at the balance sheet date are recognised in the income statement as financial income or financial expenses. Property, plant and equipment, intangible assets, inventories and other non-monetary assets that have been purchased in foreign currencies are translated using historical rates.

Income statement

Revenue

Revenue from the sale of manufactured goods and goods for resale is recognised in the income statement when delivery is made and risk has passed to the buyer. Revenue is recognised net of VAT, duties and sales discounts and is measured at fair value of the consideration fixed.

Cost of sales

Cost of sales comprises costs of sales for the financial year measured at cost, adjusted for ordinary inventory write-downs.

Costs of raw materials and consumables

Costs of raw materials and consumables comprise the consumption of raw materials and consumables for the financial year after adjustment for changes in inventories of these goods from the beginning to the end of the year. This item includes shrinkage, if any, and ordinary write-downs of the relevant inventories.

Other external expenses

Other external expenses include expenses relating to the Entity's ordinary activities, including expenses for premises, stationery and office supplies, marketing costs, etc. This item also includes write-downs of receivables recognised in current assets.

Staff costs

Staff costs comprise salaries and wages as well as social security contributions, pension contributions, etc

for entity staff.

Amortisation, depreciation and impairment losses

Amortisation, depreciation and impairment losses relating to property, plant and equipment comprise amortisation, depreciation and impairment losses for the financial year, calculated on the basis of the residual values and useful lives of the individual assets and impairment testing as well as gains and losses from the sale of property, plant and equipment.

Income from investments in group enterprises

Income from investments in group enterprises comprises dividend etc received from the individual group enterprises in the financial year.

Other financial income

Other financial income comprises dividends etc received on other investments, interest income, including interest income on receivables from group enterprises, net capital gains on securities, payables and transactions in foreign currencies, amortisation of financial assets as well as tax relief under the Danish Tax Prepayment Scheme.

Other financial expenses

Other financial expenses comprise interest expenses, including interest expenses on payables to group enterprises, net capital losses on securities, payables and transactions in foreign currencies, amortisation of financial liabilities as well as tax surcharge under the Danish Tax Prepayment Scheme etc.

Income taxes

Tax for the year, which consists of current tax for the year and changes in deferred tax, is recognised in the income statement by the portion attributable to the profit for the year and recognised directly in equity by the portion attributable to entries directly in equity.

The Entity is jointly taxed with all Danish affiliated companies. The current Danish income tax is allocated among the jointly taxed entities proportionally to their taxable income (full allocation with a refund concerning tax losses.

Balance sheet

Property, plant and equipment

Other fixtures and fittings, tools and equipment are measured at cost less accumulated depreciation and impairment losses.

Cost comprises the acquisition price, costs directly attributable to the acquisition and preparation costs of the asset until the time when it is ready to be put into operation.

The basis of depreciation is cost less estimated residual value after the end of useful life. Straight-line depreciation is made on the basis of the following estimated useful lives of the assets:

Other fixtures and fittings, tools and equipment 3 years

For leasehold improvements and assets subject to finance leases, the depreciation period cannot exceed the contract period.

Property, plant and equipment are written down to the lower of recoverable amount and carrying amount.

Investments in group enterprises

Investments in group enterprises are measured at cost and are written down to the lower of recoverable amount and carrying amount.

Inventories

Inventories are measured at the lower of cost using the FIFO method and net realisable value.

Cost consists of purchase price plus delivery costs.

The net realisable value of inventories is calculated as the estimated selling price less completion costs and costs incurred to execute sale.

Receivables

Receivables are measured at amortised cost, usually equalling nominal value less write-downs for bad and doubtful debts.

Deferred tax

Deferred tax is recognised on all temporary differences between the carrying amount and tax-based value of assets and liabilities, for which the tax-based value of assets is calculated based on the planned use of each asset.

Deferred tax assets, including the tax base of tax loss carryforwards, are recognised in the balance sheet at their estimated realisable value, either as a set-off against deferred tax liabilities or as net tax assets.

Prepayments

Prepayments comprise incurred costs relating to subsequent financial years. Prepayments are measured at cost.

Cash

Cash comprises cash in hand and bank deposits.

Operating leases

Lease payments on operating leases are recognised on a straight-line basis in the income statement over the term of the lease.

Other financial liabilities

Other financial liabilities are measured at amortised cost, which usually corresponds to nominal value.

Income tax receivable or payable

Current tax payable or receivable is recognised in the balance sheet, stated as tax calculated on this year's taxable income, adjusted for prepaid tax.

Cash flow statement

According to section 86 (4) of the Danish Financial Statements Act, no cash flow statement has been prepared. Cash flow statement of Moët Hennessy Danmark A/S and its subsidiaries are included in the consolidated financial statements of LVMH, France.

Financial highlights are defined and calculated in accordance with "Recommendations & Ratios 2015" issued by the Danish Society of Financial Analysts.

Financial highlights

Financial highlights are defined and calculated in accordance with "Recommendations & Ratios 2015" issued by the Danish Society of Financial Analysts.

Ratios	Calculation formula	Ratios reflect
Gross margin (%) gearing	Gross profit x 100	The Entity's operating
gearing	Revenue	
Net margin (%)	Profit/loss for the year x 100 Revenue	The Entity's operation profitability
Return on equity (%)	Profit/loss for the year x 100	The Entity's return on capital

owners	Average equity	invested in the Entity byt the
Solvency ratio (%) Entity	Equity x 100	The financial strength of the
Zinity	Total assets	

Resultatopgørelse 1. jan 2016 - 31. dec 2016

	Note	2016	2015
		kr.	kr.
Nettoomsætning		126.239.112	136.178.846
Vareforbrug		-87.221.633	-91.555.787
Omkostninger til råvarer og hjælpematerialer		-5.886.830	-7.145.137
Andre eksterne omkostninger		-10.896.394	-9.681.901
Bruttoresultat		22.234.255	27.796.021
Personaleomkostninger	1	-12.502.018	-14.374.564
Af- og nedskrivninger af materielle og immaterielle anlægsaktiver		-57.394	-25.592
Resultat af ordinær primær drift		9.674.843	13.395.865
Indtægter af kapitalandele i tilknyttede virksomheder		5.686.450	14.445.086
Andre finansielle indtægter	2	961.345	210.569
Øvrige finansielle omkostninger	3		
Finansielle omkostninger, der hidrører fra tilknyttede virksomheder		-164.964	-1.057.989
Ordinært resultat før skat		16.157.674	26.993.531
Skat af årets resultat	4	-2.517.803	-2.900.357
Årets resultat		13.639.871	24.093.174

Balance 31. december 2016

Aktiver

	Note	2016	2015
Andre anlæg, driftsmateriel og inventar		kr. 159.442	kr. 131.614
Materielle anlægsaktiver i alt	5	159.442	131.614
Kapitalandele i tilknyttede virksomheder		239.911	239.911
Finansielle anlægsaktiver i alt	6	239.911	239.911
Anlægsaktiver i alt		399.353	371.525
Fremstillede varer og handelsvarer		15.825.645	13.182.133
Varebeholdninger i alt		15.825.645	13.182.133
Tilgodehavender fra salg og tjenesteydelser		36.956.809	37.968.026
Tilgodehavender hos tilknyttede virksomheder		12.997.508	13.208.738
Udskudte skatteaktiver		70.969	105.318
Andre tilgodehavender		13.389	81.108
Periodeafgrænsningsposter		107.419	330.076
Tilgodehavender i alt		50.146.094	51.693.266
Likvide beholdninger		12.295.842	8.014.454
Omsætningsaktiver i alt		78.267.581	72.889.853
Aktiver i alt		78.666.934	73.261.378

Balance 31. december 2016

Passiver

	Note	2016	2015
		kr.	kr.
Registreret kapital mv.		500.000	500.000
Overført resultat		46.881.531	33.247.187
Egenkapital i alt		47.381.531	33.747.187
Leverandører af varer og tjenesteydelser		12.752.854	12.009.553
Gældsforpligtelser til tilknyttede virksomheder		8.468.875	15.657.462
Skyldig selskabsskat		323.270	1.033.205
Anden gæld, herunder skyldige skatter og skyldige bidrag til social sikring	7	9.740.404	10.813.971
Kortfristede gældsforpligtelser i alt		31.285.403	39.514.191
Gældsforpligtelser i alt		31.285.403	39.514.191
Passiver i alt		78.666.934	73.261.378

Egenkapitalopgørelse 1. jan 2016 - 31. dec 2016

	Registreret kapital mv.	Overført resultat	I alt
	kr.	kr.	kr.
Egenkapital, primo	500.000	33.247.187	33.747.187
Andre værdireguleringer af egenkapitalen	0	-5.527	-5.527
Årets resultat	0	13.639.871	13.639.871
Egenkapital, ultimo	500.000	46.881.531	47.381.531

Noter

1. Personaleomkostninger

	2016 kr.	2015 kr.
Wages and salaries	11,451,133	13,292,393
Post employment benefit expense	919,138	975,552
Social security contributions	131,747	106,619
	12,502,018	14,374,564

2. Andre finansielle indtægter

	2016 kr.	2015 kr.
Exchange rate adjustments	961,345	210,569
	961,345	210,569

3. Øvrige finansielle omkostninger

	2016 kr.	2015 kr.
Financial expenses from group		25
Exchange rate adjustments	141,427	1,004,189
Other financial expenses	23,538	53,775
	164,965	1,057,789

4. Skat af årets resultat

	2016 kr.	2015 kr.
Current tax	2,309,054	2,858,943
Changes in deferred tax	34,349	41,414
Prior year adjustments	174,400	0
	2,517,803	2,900,357

5. Materielle anlægsaktiver i alt

	Fixtures, fittings, tools and equipment kr.
Cost, beginning of year	2,150,459
Increase	85,223
Decrease	-2,018,845
Cost, end of year	216,837
Impairment losses and amortisation, beginning of year	-2,018,845
Impairment losses, this year	-57,394
Reversal on disposal	2,018,845
Impairment losses and amortisation, end of year	-57,394
Carrying value, end of year	159,443

6. Finansielle anlægsaktiver i alt

Investments in group enterprises include:

Name, legal form and homeplace	Qwnership	Equity	Profit (loss)
Moët Hennessy Finland OY	100%	6,258,937	2,305,046
Moët Hennessy Sverige AB	100%	12,954,828	8,586,636
Moët Hennessy Norge AS	100%	9,317,064	4,193,352

7. Anden gæld, herunder skyldige skatter og skyldige bidrag til social sikring

	2016 kr.	2015. kr.
VAT and Duties Wages anbd Salaries, personal income tax. social security cost etc Total	6,066,367	6,756,101
	3,674,037	4,057,870
	9,740,404	10,813,971

8. Oplysning om eventualforpligtelser

Contingent liabilities	2016 kr.	2015 kr.
Recourse and non-recourse guarantee Commitments	510,000	510,000
Total	510,000	510,000
Unrecognised rental and lease commitments	2016 kr.	2015 kr.
Commitments under rental agreements or leases until expiry	3,530,325	4,489,534
Total	3,530,325	4,489,534

9. Oplysning om ejerskab

Ownership

The company has registered the following shareholders holding more than 5% of the voting rights or nominal value:

Moët Hennessy International SAS 24 Rue Jean Goujon 75382 Paris France 4430 070 896 R.C.S

Consolidation

Name and registred office of the Parent preparing consolidated financial statements for the smallest group:

LVMH Group S.A., Paris, France

10. Information om transaktioner med nærtstående parter ikke foretaget på markedsvilkår

All transactions with related parties are based on market terms

13.639.871 24.093.174

11. Information om gennemsnitligt antal ansatte

	2016	2015
Gennemsnitligt antal ansatte	18	18
12. Forslag til resultatdisponering		
	2016	2015
	kr.	kr.
Overført resultat	13.639.871	24.093.174