



August 12, 2026

AI For ALL Fast Track

Certificate

This document certifies that Rob MURPHY has successfully completed the training titled "AI for ALL FAST TRACK".

Conducted from 8/7/26 to 8/12/26.

This self-learning program introduces AI to all LVMH employees, across roles and backgrounds. Learners gain a clear understanding of LVMH's unique and balanced, human-centric approach to AI, its shared framework, and how AI serves the Group's four values — Be creative and innovative, Deliver Excellence, Cultivate an Entrepreneurial Spirit, Be committed to Positive Impact.

Reference Number: 2184590114838235

You can also find this document on the Internet at the following address: <https://tiffanylearning.360learning.com/redirect/api/certification/2184590114838235>

GONZAGUE DE PIREY

Chief Omnichannel & Data Officer

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MAUD ALVAREZ-PEREYRE

Group Chief Human Resources Officer

A handwritten signature in black ink, appearing to read 'M Alvarez-Pereyre', is positioned below the name and title of Maud Alvarez-Pereyre.