

[For Immediate Release]



## **L'Occitane International S.A.**

*Société Anonyme*  
*1, rue du Fort Rheinsheim L-2419 Luxembourg*  
*R.C.S. Luxembourg: B80359*  
*(Incorporated under the laws of Luxembourg with limited liability)*

### **L'Occitane announces unaudited trading update for the fourth quarter of 2011/ 2012**

**Net Sales Achieved Year-on-Year Growth of 18.3%**  
**Same Store Sales Growth showed uptrend to 6.7%**

\* \* \*

**China surged 51.9% in net sales as the fastest growing market**  
**Hong Kong, Brazil and Russia also among best-performing markets**  
**U.S. showed accelerated growth**

(26 April 2012, Hong Kong) L'Occitane International S.A. ("L'Occitane" or the "Company"; SEHK stock code: 973), a global, natural and organic ingredient-based cosmetics and well-being products enterprise with strong regional roots in Provence, France, today announces the unaudited trading update for the year ended 31 March 2012.

Net sales for the year ended 31 March 2012 increased 18.3% to €913.4 million as compared to the period ended 31 March 2011. Excluding foreign currency translation effects, net sales growth was 18.0%.

In terms of geographic areas, excluding foreign currency translation effects, China, Hong Kong, Brazil and Russia were the best-performing markets in net sales growth, reaching 51.9%, 33.7%, 35.3% and 30.7%, respectively. The U.S. market showed a strong turnaround, with net sales growth reaching 13.2%.

Overall Same Store Sales Growth for the year was 6.7%, up from 5.3% in 2011. Hong Kong, China, United Kingdom and Russia showed the strongest growth of 29.6%, 18.2%, 15.4%, and 15.3%, respectively.

In Japan, Same Store Sales Growth returned to positive in the fourth quarter, despite recording a decrease of 3.1% for the full year, since the business environment was very challenging as a result of the aftermath of the earthquake and tsunami.

During the year, the Company continued to strengthen its presence through retail store network expansion, especially in emerging and fast-growing markets. For the year ended 31 March 2012, the Company increased the total number of own retail stores to 1,053 as at 31 March 2012, a net increase of 158 over 12 months. This includes 22 in China, 7 in Japan and 7 in Hong Kong, as well as 17 in Brazil and 19 in Russia.

In terms of business segments, net sales contribution from the Sell-out segment amounted to €683.9 million, while that of the Sell-in and B-to-B segment amounted to €229.5 million. The Sell-out net sales of the Company increased by 19.5% for the year ended 31 March 2012 and represented 80.1% of overall growth, excluding foreign currency translation effects.

The Sell-in and B-to-B net sales posted a year-on-year growth of 13.6% in aggregate and accounted for 19.9% of overall growth in the year ended 31 March 2012 excluding foreign currency translation effects.

Mr. Reinold Geiger, Chairman and CEO of L'Occitane, said, "The investments in our operations and structures and store network began to yield positive effects, which contributed to the strong business performance and solid top-line growth. Looking forward, the Company will continue to invest for long term development in combination with our major operational initiatives, which will strengthen the foundation for future growth to generate better returns for our shareholders."

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### **About L'Occitane International S.A.**

L'Occitane is a global, natural and organic ingredient-based cosmetics and well-being products enterprise with strong regional roots in Provence. The Company is committed to developing high quality products that are rich in natural and organic ingredients of traceable origins and respect for the environment. L'Occitane products are sold in over 80 countries through about 1,900 retail locations which sell exclusively L'Occitane products and are decorated in a standardised L'Occitane design. The retail locations comprise own stores, independent distributors and airport and duty-free operators. The Company also distributes its products via complementary channels such as internet shopping websites, mail order, spas and home shopping television networks, as well as sales to hotels and airlines who provide the products to their customers as free amenities.

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