

[For Immediate Release]



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

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

### **L'Occitane Achieved Key Milestone Sales Surpassing the Billion Euro mark for the Year Ended 31 March 2013**

\* \* \*

#### **Net Sales Growth Reached 14.2% United States, Russia, Hong Kong and China Outperformed**

(25 April 2013, Hong Kong) L'Occitane International S.A. ("L'Occitane" or the "Company"; SEHK stock code: 973), a global, natural ingredient-based cosmetics and well-being products enterprise with strong regional roots in Provence, France, is pleased to announce that the Group has achieved a key milestone with net sales surpassing the billion euro mark at €1,043.4 million and growth of 14.2% for the financial year ended 31 March 2013 ("FY2013"). Excluding foreign currency translation effects, local currency growth was 11.3%.

The sell-out business segment accounted for 75.2% of the Company's total sales and amounted to €784.9 million, an increase of 14.8% as compared to the financial year ended 31 March 2012 ("FY2012") and an 11.8% increase at constant exchange rates. New stores contributed mainly towards this growth as well as existing comparable stores, with Same Store Sales Growth reported at 2.3%.

Online retail sales remained dynamic with a 30.7% year-on-year growth during FY2013 and accounted for approximately 6% of the Company's overall retail sales.

The sell-in business segment maintained double-digit growth of 12.6% despite recent acquisitions of distributors in Malaysia and Ireland, with strong performance in the travel retail business which posted an 18.5% year-on-year growth during FY2013.

Net sales, net sales growth and Same Store Sales Growth by geographical areas:

€'000	FY2013	FY2012	% Growth <sup>(1)</sup>	SSS Growth <sup>(1)</sup>
Japan	219,455	215,583	0.6	(4.9)
Hong Kong	111,007	92,227	13.6	5.1
China	67,724	50,917	24.2	9.1
Taiwan	36,196	32,540	4.5	(4.8)
France	82,532	77,908	5.9	6.1
United Kingdom	56,086	46,466	14.1	7.7
United States	124,916	104,759	12.8	8.4
Brazil	44,217	45,713	7.4	(7.0)
Russia	56,309	42,648	30.4	9.4
Other Countries	244,921	204,687	16.8	3.8
Total	1,043,363	913,448	11.3	2.3

<sup>(1)</sup>Excludes foreign currency translation effects

Growth was primarily driven by the United States, Russia, Hong Kong and China. These countries respectively registered strong double-digit growth of 12.8%, 30.4%, 13.6% and 24.2% in net sales during the period. Russia and China were among the fastest growing countries.

For FY2013, the Company is on track with its retail network expansion strategy. Excluding acquisitions, net store openings were 135 for the year, compared to 142 in FY2012.

Mr. Reinold Geiger, Chairman and Chief Executive Officer of L'Occitane, said, "We are very pleased to have crossed the billion euro mark in sales for the first time. This represents an important milestone and an impressive achievement for the L'Occitane brand in the global cosmetics industry. We continue to move ahead with confidence and optimism. The Company has set the stage for higher growth with increased investments in our business and will continue to seek growth opportunities in all our major markets, especially with strong performances in emerging markets like Russia and China."

- End -

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

L'Occitane International S.A. (the "Company") is a global, natural and organic ingredient-based cosmetics and well-being products manufacturer and retailer with strong regional roots in Provence, France. The Company has five brands (L'Occitane en Provence, L'Occitane au Brésil, Melvita, Le Couvent des Minimes and Erborian) in its portfolio and is committed to developing and retailing high quality products that are rich in natural and organic ingredients of traceable origins and respect for the environment.

#### **iPR Ogilvy LTD.**

Callis Lau / Charis Yau / Janis Lai / Andrea Leung

Tel: (852) 2136 6952/ 2136 6183/ 3920 7646/ 3920 7684

Fax: (852) 3170 6606

Email: [loccitane@iprogilvy.com](mailto:loccitane@iprogilvy.com)