

[For Immediate Release]



L'Occitane International S.A.

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(Incorporated under the laws of Luxembourg with limited liability)

L'Occitane Announces Unaudited Trading Update For the Six months ended 30 September 2013

Local Currency Sales Growth Reached 7.2%
Accelerated Investment in Store Renovation
Retail Network Expansion on Track

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China and Russia Continued to Lead Growth
with respectively 19% and 17% growth at constant exchange rates

(24 October 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, today announces the unaudited trading update for the six months ended 30 September 2013.

Net sales for the six months ended 30 September 2013 reached €446.4 million, representing an increase of 7.2% at constant exchange rates as compared to the same period last year. China and Russia continued to be the fastest-growing markets. The online retail channel maintained its momentum with 23.9% growth at constant exchange rates for the six months ended 30 September 2013.

The sell-out sales accounted for 73.4% of the Company's total sales amounted to €327.4 million, representing an increase of 8.0% at constant exchange rates. Non-comparable Stores contributed mainly towards this growth as well as existing comparable stores, with Same Store Sales Growth reported at 0.9%, excluding renovated stores.

The sell-in sales accounted for 26.6% of the Company's total sales and amounted to €118.9 million, representing an increase of 4.8% at constant exchange rates. The segment continued to grow under a challenging environment.

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

€'000	For the six months ended 30 Sep		% Growth ⁽¹⁾	SSS Growth ⁽¹⁾⁽²⁾
	2013	2012		
Japan	76,579	104,193	(4.9)	(7.2)
Hong Kong	46,562	47,205	2.3	11.6
China	31,485	26,703	18.7	5.2
Taiwan	14,857	14,582	5.3	1.2
France	40,166	36,271	10.7	3.1
United Kingdom	24,106	23,514	9.2	5.5
United States	54,316	50,887	10.8	5.0
Brazil	19,678	20,118	10.2	3.4
Russia	21,936	19,938	17.0	0.7
Other Countries	116,675	105,815	12.7	2.9
Total	446,361	449,227	7.2	0.9

(1) Excludes foreign currency translation effects

(2) Excludes renovated stores

Growth was primarily driven by China, Russia, the United States, and France. These countries respectively registered strong growth of 18.7%, 17.0%, 10.8% and 10.7% in net sales during the period at constant exchange rates.

For the six months ended 30 September 2013, the Company is on track with its retail expansion strategy. Net own store openings were 76 for the period, as compared to 57 stores during the same period last year, excluding the acquisition of distributors. The Company has increased investments in its own retail network through upgrading the stores and has accelerated the number of store renovations. During the period under review, a total of 50 stores were renovated or relocated as compared to 28 stores during the same period last year.

Mr. Reinold Geiger, Chairman and Chief Executive Officer of L'Occitane, said, "The slower sales growth from a slowdown in Japan, one of the Group's key markets, foreign currency exchange impacts from a weak Japanese yen and strong Euro combined with the pressure on profitability driven by increased spending and investments in distribution, marketing and the new brands were the key factors in a decline of the Group's business performance during the first half of our financial year.

"However, we remain committed to growing our business and will continue to invest in new stores, retail network upgrades, as well as in operational, sales and marketing initiatives for brand building to strengthen our portfolio of brands. Combined with our pursuit of business opportunities, we are firm believers that our corporate initiatives will drive growth and deliver sustainable results in the long run. Despite the prevailing volatile economic environment in many markets, we anticipate the upcoming key holiday season to be beneficial to the Company's top- and bottom-line."

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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.

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