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L'OCCITANE

EN PROVENCE

L'OCCITANE INTERNATIONAL S.A.

49, Boulevard Prince Henri, L-1724 Luxembourg

R.C.S. Luxembourg: B80359

(Incorporated under the laws of Luxembourg with limited liability)

(Stock code: 973)

VOLUNTARY ANNOUNCEMENT TRANSACTION RELATED TO RUSSIA

The board of directors of L'Occitane International S.A. (the "Company") is pleased to announce that on 30 April 2014, the Company purchased from a minority shareholder 49% interests in L'Occitane Rus, a subsidiary in Russia. After the purchase, the Company has become the sole shareholder of L'Occitane Rus.

The above transaction will allow the Company to fully control the sales activity in the Russian Federation via its wholly-owned subsidiary, to better implement its marketing and distribution strategy and to focus on increasing the Company's market share in the dynamic market environment.

This announcement is made on a voluntary basis.

By Order of the Board
L'Occitane International S.A.
Reinold Geiger
Chairman

Hong Kong, 5 May, 2014

As at the date of this announcement, the executive Directors of the Company are Mr. Reinold Geiger (Chairman and Chief Executive Officer), Mr. Emmanuel Laurent Jacques Osti (Managing Director), Mr. André Joseph Hoffmann (Managing Director Asia-Pacific), Mr. Thomas Levilion (Group Deputy General Manager, Finance and Administration), Mr. Domenico Luigi Trizio (Chief Operating Officer) and Mr. Karl Guénard, the non-executive Director of the Company is Mr. Martial Thierry Lopez and the independent non-executive Directors of the Company are Mrs. Valérie Irène Amélie Monique Bernis, Mr. Charles Mark Broadley, Mr. Pierre Maurice Georges Milet and Mr. Jackson Chik Sum Ng.