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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**

### **DISPOSAL OF THE BRAND LE COUVENT DES MINIMES**

The board of directors (the “Board”) of L’Occitane International S.A. (the “Company”) and its subsidiaries (the “Group”) is pleased to announce the disposal of its Le Couvent Des Minimes brand to HLD Group and Mr. Didier Tabary.

Le Couvent des Minimes brand is created and owned by the Group since 2004, currently marketed in 15 countries, mainly through selective distribution channels (pharmacies and perfumeries). Inspired by plant-based skincare and well-being recipes, the brand’s star products are its Gardener’s Hand Healer and Hiker’s Foot Healer, along with its colognes.

The transaction was finalized on 12 January 2017. The disposal is in line with the Company’s strategy to focus its teams and marketing investments on its most important brands: L’Occitane en Provence, L’Occitane au Brésil, Melvita and Erborian, which will enable it to deliver better returns for its shareholders.

As none of the applicable percentage ratios as set out in Rule 14.07 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) in respect of the transaction exceeds 5%, the transaction therefore does not constitute a notifiable transaction of the Company under the Listing Rules.

To the best of the knowledge, information and belief of the directors of the Company, having made all reasonable enquiries, HLD Group and Mr. Didier Tabary are third parties independent of the Company and its connected persons (as defined under the Listing Rules).

This announcement is made on a voluntary basis.

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

Hong Kong, 17 January 2017

*As at the date of this announcement, the executive directors of the Company are Mr. Reinold Geiger (Chairman and Chief Executive Officer), Mr. André Hoffmann (Vice-Chairman & Managing Director Asia-Pacific), Mr. Domenico Trizio (Group Managing Director), Mr. Thomas Levilion (Group Deputy General Manager, Finance and Administration) and Mr. Karl Guénard (Joint Company Secretary), the non-executive director of the Company is Mr. Martial Lopez and the independent non-executive directors of the Company are Mrs. Valérie Bernis, Mr. Charles Mark Broadley, Mr. Pierre Milet and Mr. Jackson Chik Sum Ng*