

[For Immediate Release]



L'Occitane International S.A.

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(Incorporated under the laws of Luxembourg with limited liability)*

L'Occitane Takes Controlling Stake in LimeLife

Group increases stake in LimeLight USA to 60.48%

Share capital increase to further support expansion into colour cosmetics

(9 January 2018, Hong Kong) L'Occitane International S.A. ("L'Occitane" or the "Group"; SEHK stock code: 973), a global, natural ingredient-based cosmetics and well-being products company with origins and true stories from Provence, France and around the world, announces that it has increased its control over LimeLight USA. LimeLife, which wholly owns LimeLight USA, will be 60.48% held by the Group.

The increased stake will take effect following a share capital increase, which will see the conversion of a portion amounting to US\$15,540,541 of share premium reserve held by LimeLife into 15,540,541 shares in LimeLife to be issued to the Group. Following the share capital increase, the Group intends to fully support LimeLife's business development plan and finance its development over the next three years.

Mr. Reinold Geiger, Chairman and Chief Executive Officer of L'Occitane, said, "The increase in stake enables us to gain greater control over LimeLife, which fits into our strategy of building a leading portfolio of cosmetics brands based on natural ingredients, while also speeding up our expansion into the promising colour cosmetics sector."

Mr. Geiger continued, "We will develop a specified distribution model outside of the USA by creating a global brand and product offering under the brand 'LimeLife' and provide operational support for LimeLife's current and future subsidiaries and local sales forces across the world. We continue to believe that these strategies, which are already being implemented for LimeLife's business in the USA, will help our future global growth and complement our existing business."

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About L'Occitane International S.A.

L'Occitane International S.A. (the "Company") is a world's leading natural ingredient-based cosmetics and well-being products company with origins and true stories from Provence and around the world. A global leader in the premium beauty market, L'Occitane produces and retails best quality products, produced with cutting-edge technology under four brands, including L'Occitane en Provence, Melvita, Erborian and L'Occitane au Brésil. Its products are rich in natural ingredients of traceable origins, while also respecting the environment.

About LimeLife

LimeLife is a US based natural skincare and personalized makeup company, founded by experienced experts with more than 60 years of experience in the beauty industry. It has a unique distribution network and online presence in the US. It aims to help women everywhere look their best way with products made with professional grade makeup, botanical extracts and herbal ingredients.

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