



# L'OCCITANE

EN PROVENCE

**Final results for the year ended 31 March 2010**

# Agenda

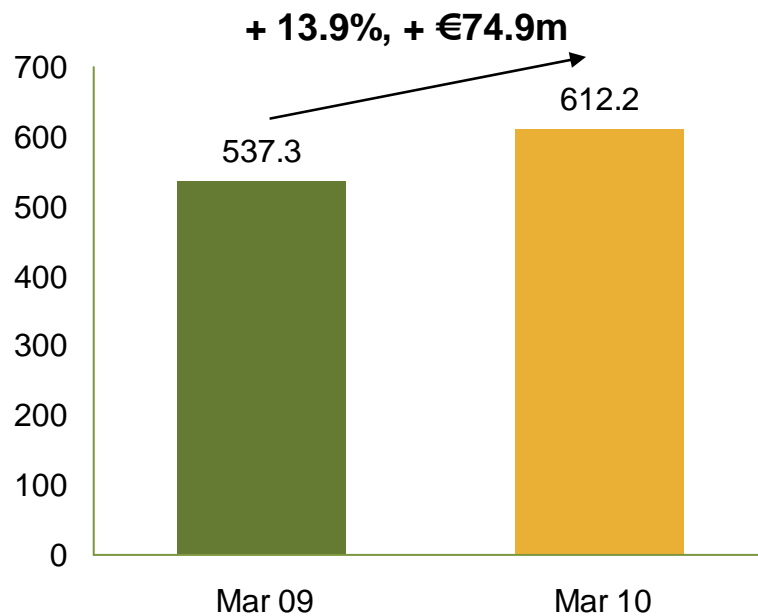
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- ◆ Results Highlights
- ◆ Strategy and Future Prospects

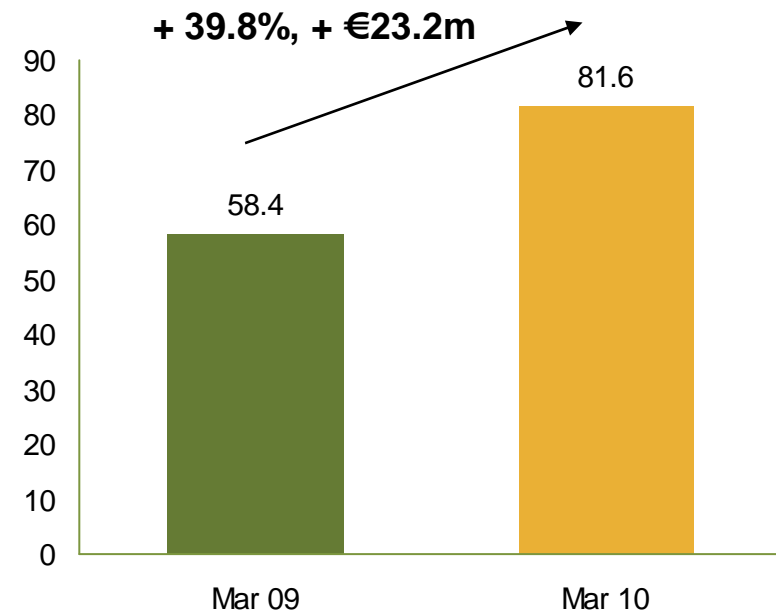


# 1. Results Highlights

## Net sales (€m)



## Net profit<sup>1</sup> (€m)

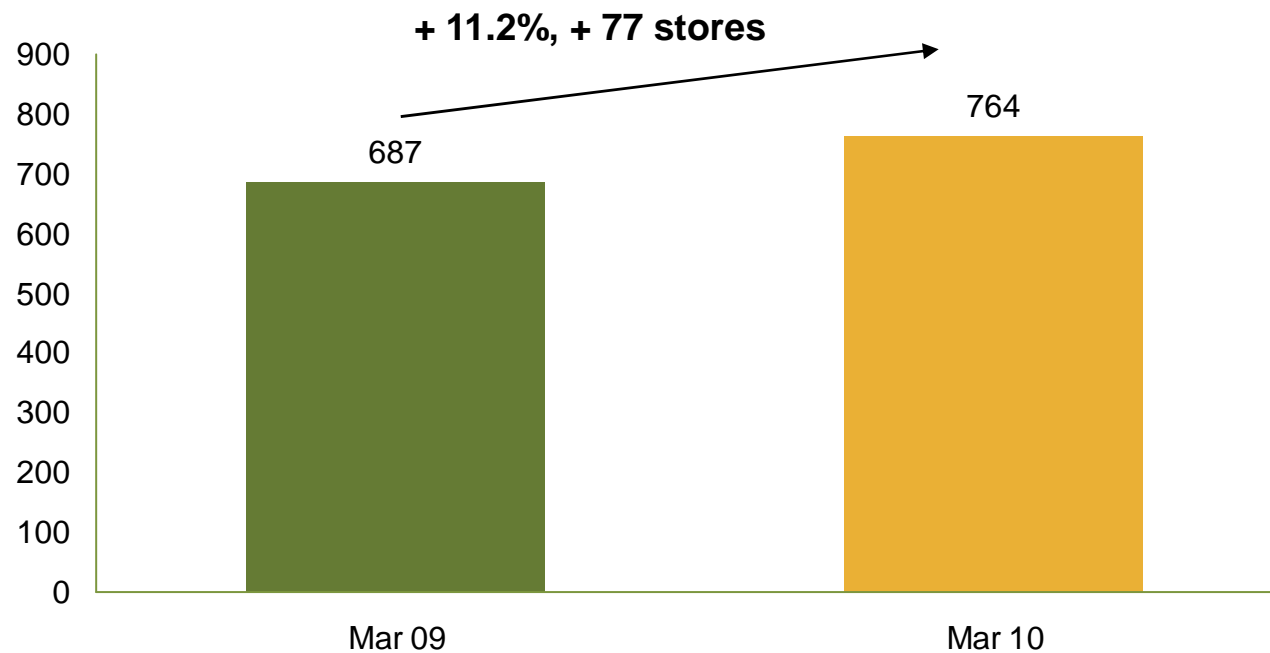


Note: 1. Net profit attributable to equity holders

# 1. Results Highlights

- ◆ Total number of retail locations: 1,541 (as of 31 March 2010)

## Own store numbers



# 1. Results Highlights

For the Year Ended 31 March (€ million)	2010	2009	YoY Change
Net Sales	<b>612.2</b>	537.3	13.9%
Operating profit	<b>110.2</b>	80.5	36.9%
Net profit attributable to equity holders	<b>81.6</b>	58.4	39.8%
Gross Profit margin	<b>81.2%</b>	80.4%	0.9 points
Operating profit margin	<b>18.0%</b>	15.0%	3.0 points
Net profit margin	<b>13.3%</b>	10.9%	2.5 points



# 1. Results Highlights

Sales Growth by Segment	(€ million)	FY2010 compared to FY2009		
		% Growth	% Growth <sup>(2)</sup>	% Contribution to Overall Growth <sup>(2)</sup>
<b>Sell-out</b>	<b>65.4</b>	<b>17.0</b>	<b>16.4</b>	<b>87.1</b>
Comparable Stores	5.2	1.8	1.0	3.9
Non-comparable Stores	54.5	69.4	70.0	75.8
Other <sup>(1)</sup>	5.8	25.9	24.2	7.5
<b>Sell-in</b>	<b>9.1</b>	<b>6.9</b>	<b>6.7</b>	<b>12.3</b>
<b>B-to-B</b>	<b>0.4</b>	<b>1.9</b>	<b>2.0</b>	<b>0.6</b>
<b>Overall Growth</b>	<b>74.9</b>	<b>13.9</b>	<b>13.5</b>	<b>100.0</b>

(1) Includes Mail-order, Internet and other sales

(2) Excludes the impact of foreign currency translation effects

# 1. Results Highlights

## Net Sales Growth FY2010 compared to FY2009

Sales Growth By Country	(€ million)	% Growth	% Growth <sup>(1)</sup>	% Contrib. to Overall Growth <sup>(1)</sup>
Japan	20.4	16.0	11.6	20.4
Hong Kong <sup>(2)</sup>	6.4	14.7	15.2	9.1
Taiwan	0.5	2.1	4.7	1.6
France	0.9	1.2	1.2	1.3
United Kingdom	4.8	18.4	25.1	9.0
United States	(1.5)	(1.7)	(0.5)	(0.6)
Brazil	6.2	32.4	23.0	6.1
Other Countries <sup>(3)</sup>	37.2	28.8	29.8	53.1
<b>All countries</b>	<b>74.9</b>	<b>13.9</b>	<b>13.5</b>	<b>100.0</b>

(1) Excludes the impact of foreign currency translation effects

(2) Includes sales from Macau.

(3) Calculated using a weighted average of constituent countries.

# 1. Results Highlights

Own Stores Network	Retail Stores		
	31 March 2010	31 March 2009	Change
Japan	72	67	5
Hong Kong <sup>(1)</sup>	18	15	3
Taiwan	51	47	4
France <sup>(2)</sup>	64	62	2
United Kingdom	42	36	6
United States <sup>(3)</sup>	166	176	(10)
Brazil	32	30	2
Other Countries <sup>(4)</sup>	319	254	65
<b>All countries</b>	<b>764</b>	<b>687</b>	<b>77</b>

(1) Includes 1 L'Occitane store in Macau from December 2007 and 1 Melvita store in Hong Kong from December 2009.

(2) Includes 4 Melvita Stores from June 2008.

(3) Includes 10 Oliviers & Co. stores as at 31 March 2009.

(4) Includes 1 Melvita Store from March 2010



# 1. Results Highlights

Retail Sales Growth	FY2010 compared to FY2009			
	% of Overall Growth <sup>(1) (2)</sup>			
	Non-comparable Stores	Comparable stores	Total Stores	Same Store Sales Growth <sup>(2)</sup>
Japan	20.8	(4.7)	16.1	(4.9)
Hong Kong	2.5	1.6	4.1	6.8
Taiwan	1.4	(0.2)	1.2	(0.7)
France	4.2	(1.1)	3.2	(2.6)
United Kingdom	3.8	2.2	6.1	11.0
United States	(0.4)	1.3	0.9	1.6
Brazil	2.6	1.7	4.3	9.0
Other Countries <sup>(3)</sup>	40.8	3.0	43.8	3.5
<b>All countries</b>	<b>75.8</b>	<b>3.9</b>	<b>79.6</b>	<b>1.0</b>

(1) Represents percentage of overall net sales growth attributable to Non-comparable Stores, Comparable Stores and Retail Stores for the geographic area and period indicated.

(2) Excludes foreign currency translation effects.

(3) Calculated using a weighted average of constituent countries.

# 1. Results Highlights

Profitability analysis Year ended 31 March	% of overall sales		
	2010	2009	Change
Gross profit margin	81.2	80.4	0.9
Distribution expenses	(44.2)	(44.6)	0.4
Marketing expenses	(9.7)	(11.1)	1.3
G &A expenses	(9.7)	(9.8)	0.1
Other (losses) / gains	0.4	0.2	0.3
<b>Operating profit margin</b>	<b>18.0</b>	<b>15.0</b>	<b>3.0</b>



# 1. Results Highlights

## Working capital ratios

Year ended 31 March	2010	2009	Change
Average inventory turnover days <sup>(1)</sup>	230	233	(3)
Turnover days of trade receivables <sup>(2)</sup>	27	28	(1)
Turnover days of trade payables <sup>(3)</sup>	65	60	5

(1) Average inventory divided by cost of sales and multiplied by 365. Average inventory equals the average of net inventory at the beginning and end of each period.

(2) Average trade receivables divided by net sales and multiplied by 365 . Average trade receivables equals the average of net trade receivables at the beginning and end of each period.

(3) Average trade payables divided by total purchases and multiplied by 365 . Average trade payables equals the average of trade payables at the beginning and end of each period.



# 1. Results Highlights

## Balance sheet key items comparison

Year ended 31 March,	2010	2009	YoY Change
Cash and cash equivalents	41.8	27.3	53.1%
Trade receivables, net	47.9	42.5	12.7%
Inventories, net	67.5	77.7	(13.1%)
Total Assets	436.6	407.2	7.2%
Trade payables	59.9	50.7	18.1%
Total Borrowings	61.9	109.0	(43.2%)



# 1. Results Highlights

## Balance Sheet Ratios

Year ended 31 March,	2010	2009
Return on total assets (ROA) <sup>(1)</sup>	19.4%	14.6%
Return on equity (ROE) <sup>(2)</sup>	51.9%	31.5%
Current ratio (times) <sup>(3)</sup>	0.90	1.40
Gearing ratio <sup>(4)</sup>	14.2%	26.8%

(1) Net profit / total assets

(2) Net profit attributable to equity holders of the Company / shareholders' equity excluding minority interests

(3) Current assets / current liabilities

(4) Total debt / total assets



## 2. Strategy and Future Prospects

### Focus on the execution of our expansion plan

#### Growing Sales

- ◆ Increase the number of stores: emerging countries and developed countries where we have a high growth potential
- ◆ Recovery in same stores sales growth
- ◆ Further develop non-retail activities (internet, travel retail)



#### Operational Efficiencies

- ◆ Further efforts in marketing and R&D, and take advantage of recent successful product launches such as Divine Immortelle and Peony
- ◆ Extension and improvement of manufacturing plants in Manosque and Lagorce, new central warehouse
- ◆ Step-change in operational performance with first SAP go-lives