

[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 Quarterly Update For the Three Months Ended 30 June 2020

Online channels grew 95.8%, accounting for 52.6% of total sales
LimeLife grew 51.6%, supported by online-only model
China, Korea and Taiwan sales up 24.9%, 27.4% and 11.5%

(21 July 2020, Hong Kong) L'Occitane International S.A. ("L'Occitane" or the "Group"; SEHK stock code: 973), an international group that manufactures and retails beauty and well-being products that are rich in natural and organic ingredients, today announces the unaudited quarterly update for the three months ended 30 June 2020.

Retail sales were heavily impacted by lockdowns and store closures as the COVID-19 pandemic continued in Europe and the Americas. Net sales in the quarter ended 30 June 2020 ("FY2021 Q1") were €274.2 million, a decline of 22.2% at both constant rates and reported rates compared to the same quarter of last year.

Performance by brand:

€'000	Q1		% Growth	% Growth ⁽¹⁾
	FY2021	FY2020		
L'OCCITANE en Provence	198,130	267,397	(25.9)	(25.7)
ELEMIS ⁽²⁾	28,893	40,514	(28.7)	(28.8)
LimeLife	32,047	20,739	54.5	51.6
Others ⁽³⁾	15,104	23,842	(36.6)	(35.3)
Total	274,174	352,492	(22.2)	(22.2)

⁽¹⁾ Excludes foreign currency translation effects.

⁽²⁾ If ELEMIS' sales in March 2019 were excluded for proper comparison to FY2021 Q1, the sales decrease in FY2021 Q1 would be roughly 4%.

⁽³⁾ Others include Melvita, Erborian and L'OCCITANE au Brésil.

Performance by geographic area:

€'000	Q1		% Growth	% Growth ⁽¹⁾	% SSS Growth ⁽¹⁾
	FY2021	FY2020			
Japan	40,734	54,228	(24.9)	(27.6)	(24.0)
Hong Kong	9,320	23,861	(60.9)	(62.1)	(37.3)
China	43,911	35,731	22.9	24.9	0.1
Taiwan	8,602	7,255	18.6	11.5	14.6
France	15,722	23,775	(33.9)	(33.9)	(34.7)
UK	28,999	35,888	(19.2)	(19.0)	7.8
US	59,683	68,020	(12.3)	(14.2)	(30.8)
Brazil	3,973	13,933	(71.5)	(61.6)	(54.0)
Russia	6,119	10,608	(42.3)	(37.0)	(38.7)
Other geographic areas	57,111	79,193	(27.9)	(26.7)	(20.1)
Total	274,174	352,492	(22.2)	(22.2)	(24.9)

⁽¹⁾ Excludes foreign currency translation effects.

Restrictive measures around the world to contain COVID-19 paralysed traffic and business activities during FY2021 Q1. However, the Group's online channels continued to outperform in all markets. The Group's online channels (including own e-commerce, marketplaces, digital direct selling and web partner channels) grew by 95.8% and accounted for 52.6% of total net sales in FY2021 Q1 (FY2020 Q1: 20.9%).

Several of the Group's brands, with the exception of LimeLife and ELEMIS, were heavily impacted by travel bans and lockdowns, posting sales declines of around 25% to 35% in FY2021 Q1. LimeLife, however, posted strong growth of 51.6% at constant exchange rates, thanks to its resilient online-only business model, as well as successful new products launches, a flash sale and initiatives to recruit beauty guides in FY2021 Q1.

ELEMIS reported a sales decrease of 28.8% at constant exchange rates. However, on a like-for-like basis, sales at ELEMIS declined 4.0% in FY2021 Q1.¹

In terms of geographic areas, sales in Japan, Europe and the Americas were most impacted by store closures and lockdowns. In other parts of Asia, on the contrary, sales bounced back rapidly after the COVID-19 situation eased in FY2021 Q1. China, Korea and Taiwan posted encouraging growth rates of 24.9%, 27.4% and 11.5% respectively. China surpassed Japan as the Group's second largest market and L'OCCITANE en Provence's largest market.

Mr. Reinold Geiger, Chairman and Chief Executive Officer of L'Occitane, said, "Despite the difficult circumstances in the first quarter, there were several bright spots. The extraordinary growth in our online channels has gone a long way to cushion the impact that COVID-19 is having on our physical channels. The relative strength of our online channels is also reflected in the performance of LimeLife, which performed particularly well over the quarter. The like-for-like decline in ELEMIS sales was also nuanced, which bodes well for the brand's recent launch in China."

"Meanwhile, there is a clear geographical separation in the performance of our business with markets in Asia recovering strongly. Although it is still too early to say whether this recovery will be emulated in Europe and the Americas as economies reopen, it is very encouraging to see the UK deliver 7.8% same store sales growth in FY2021 Q1. By prioritising an omni-channel approach and targeting investments on key markets and campaigns, we are well-positioned to emerge even stronger following the crisis."

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About L'Occitane International S.A.

L'Occitane International S.A. is an international group that manufactures and retails beauty and well-being products that are rich in natural and organic ingredients. A global leader in the premium beauty market, the Group has more than 3,000 retail outlets, including over 1,500 owned stores, and is present in 90 countries. Through its six brands – L'OCCITANE en Provence, Melvita, Erborian, L'OCCITANE au Brésil, LimeLife by Alcone and ELEMIS – the Group offers new and extraordinary beauty experiences, using high quality products that respect nature, the environment and the people who surround it.

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¹ The main reason for the drop was that four months of sales were reported in FY2020 Q1, compared to three months of sales reported in FY2021 Q1. Note that due to a cut-off issue immediately following the acquisition, sales of ELEMIS in March 2019 were reported together with the period of April to June 2019 in FY2020 Q1. If sales of March 2019 were excluded for proper comparison to FY2021 Q1, ELEMIS' sales decrease in FY2021 Q1 would be roughly 4%.