

André J. Hoffmann appointed L'OCCITANE Group CEO

GENEVA, 16 September 2021 – The L'OCCITANE Group announces the appointment of André J. Hoffmann as new CEO, effective from 16 September 2021. With the appointment of Hoffmann as CEO, Reinold Geiger will step down from this position while continuing to be the Chairman of the Board and Executive Director. In addition to his new role, André J. Hoffmann will continue to be the Vice-Chairman of the Board and Executive Director.

After more than 25 years heading the company, and at 74 years of age, current Chairman and CEO Reinold Geiger has decided to take a step back to focus on his other commitments. He hands the role of CEO to his business partner of 26 years, André J. Hoffmann, current Vice-Chairman of the Board.

Commenting on the change, Reinold Geiger said: 'Today's announcement is the natural evolution of the company's needs as it transforms from a mono-brand company with a multi-local presence to a true multinational, multi-brand group. It is a key step to strengthen our governance structure and position ourselves for a sustainable future rooted in our new mission to empower entrepreneurs and communities to cultivate natural beauty and well-being and to regenerate nature.'

Under the new organisational structure, Hoffmann will drive the Group's strategic planning to leverage the strengths of its core business in order to scale innovations and create large-scale new businesses, while continuing to build each brand's unique identity. He will also be key in seizing opportunities to adapt to changing customer behaviour and best serve customers across multiple channels globally, while continuing to embrace sustainability as the foundation for everything the Group does.

André J. Hoffmann, aged 65, was appointed as an executive Director of the L'OCCITANE Group in 2001 and was further appointed as Vice-Chairman in 2016. Previously, he was in charge of the Group's business in Asia-Pacific between 1995 and 2017. Between 1979 and 1986, Mr Hoffmann worked in various sales management roles at the GA Pacific Group, a business specialising in the investment and management of retailing, wholesaling, trading, manufacturing and distribution operations and the hotel and tourism trade in Asia-Pacific. Mr Hoffmann graduated from the University of California at Berkeley, USA in 1978 with a Bachelor of Arts in economics.

Reinold Geiger concluded: 'I would like to congratulate André on his appointment. André was key in growing L'OCCITANE from a small local brand in France to a successful global company. We know each other very well and I have total confidence in André. His wide-ranging experience in the retail and distribution of cosmetic products is unique and his personal drive and enthusiasm will help to further accelerate the Group's growth.'

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About the L'OCCITANE Group

The L'OCCITANE Group 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 more than 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 and ELEMIS – the Group offers new and extraordinary beauty experiences, using high-quality products that respect nature, the environment and the people in it.

