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Groupe
L'OCCITANE
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)

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of L’Occitane International S.A. (the “**Company**”) is pleased to announce the appointment of Ms. Betty Liu as an independent non-executive director of the Company, commencing from 1 March 2022. Ms. Liu’s appointment is made in accordance with Article 10.2 of the Company’s articles of association (as currently in force) and Ms. Liu shall hold office until the Company’s next general meeting, at which time Ms. Liu will be eligible for re-election by the Company’s shareholders.

Ms. Betty Liu, aged 49, is the Chairman, President and Chief Executive Officer of D and Z Media Acquisition Corp., a special purpose acquisition company listed on the New York Stock Exchange (NYSE: DNZ). Ms. Liu also serves as a member of the advisory committee of Black Spade Acquisition Co., a special purpose acquisition company listed on the New York Stock Exchange (NYSE: BSAQ). From 2018 to 2020, Ms. Liu was the Executive Vice Chairman of the New York Stock Exchange and Chief Experience Officer for Intercontinental Exchange (NYSE: ICE). Through her role at the New York Stock Exchange, Ms. Liu was actively involved in numerous initial public offerings, including media and technology leaders such as Uber, Pinterest and Tencent Music Entertainment. Prior to her role at the New York Stock Exchange, Ms. Liu served as the Founder and CEO of Radiate, an online, subscription-based, ed-tech content company for millennial managers and executives, from 2016 to 2018. She scaled the ed-tech platform from concept to more than 20,000 monthly active professional subscribers in less than 2 years. From 2007 to 2018, Ms. Liu served as a leading anchor and editor-at-large for Bloomberg Television and Bloomberg Radio in New York City. Before joining Bloomberg, Ms. Liu was an anchor for CNBC Asia based in Hong Kong from 2005 to 2007, serving as part of the leadership group which helped build CNBC Asia into a market-leading news network within the region. Prior to 2004, Ms. Liu was the Atlanta Bureau Chief for the Financial Times and served as the Taiwan Bureau Chief for Dow Jones Newswires. In 1997, she received a Dow Jones Newswires Award for her coverage of the Asian financial crisis. Ms. Liu earned a Bachelor of Arts from the University of Pennsylvania in 1995.

Save as disclosed above, Ms. Liu does not hold any position with the Company or any other member of the Group, nor has any directorship in other listed public companies in the last three years and other major appointments and professional qualifications. Ms. Liu does not have any relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company.

Ms. Liu has confirmed that she meets the independence criteria as set out in Rule 3.13 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong (the “**Listing Rules**”).

Ms. Liu has entered into a letter of appointment with the Company for a term of three years with effect from 1 March 2022, subject to retirement by rotation and re-election in accordance with the Listing Rules and the Company’s articles of association. Ms. Liu is entitled to an annual director’s fee of €25,000, and additional emolument for serving the committees of the Board. Such remuneration is determined with reference to the Company’s current terms and policies, as well as the prevailing market conditions.

As at the date of this announcement, Ms. Liu does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed above, there are no other matters concerning Ms. Liu that would need to be brought to the attention of the shareholders of the Company nor is/was Ms. Liu involved in any of the matters required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules.

The Board extends a warm welcome to Ms. Liu and looks forward to working alongside Ms. Liu following her appointment.

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

Luxembourg, 25 February 2022

As at the date of this announcement, the executive directors of the Company are Mr. Reinold Geiger (Chairman), Mr. André Hoffmann (Vice-Chairman and Chief Executive Officer), Mr. Yves Blouin (Group Managing Director), Mr. Thomas Levilion (Group Deputy General Manager, Finance and Administration), Mr. Karl Guénard (Company Secretary) and Mr. Séan Harrington (Chief Executive Officer of ELEMIS); and the independent non-executive directors of the Company are Mrs. Valérie Bernis, Mr. Charles Mark Broadley and Mr. Jackson Chik Sum Ng.