

Press release

Laurent Marteau appointed L'OCCITANE Group Managing Director

GENEVA, 17 August 2022 – The L'OCCITANE Group is pleased to announce the appointment of Laurent Marteau as Group Managing Director, effective 1 September 2022. Laurent Marteau will report to André Hoffmann, Vice-Chairman and Chief Executive Officer of the Group.

Laurent comes with over 20 years of experience in the global beauty industry. He worked for the LVMH Group for 15 years in various senior management roles and countries, before joining La Prairie Group in 2014 as VP for Global Travel Retail & Special Channels and becoming a member of the Board of Directors in the same year. In 2020, he expanded his responsibilities and was made VP for Europe, the Americas, the Middle East and Africa. He graduated from IEP Lyon and EM Lyon Business School.

André Hoffmann, Vice-Chairman and Chief Executive Officer of the L'OCCITANE Group, said: 'We are delighted to welcome Laurent to further drive our transformation into a global, multi-brand group. His in-depth knowledge of the global beauty industry will be a real asset to accelerate our long-standing omni-channel strategy in our key markets.'

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About the L'OCCITANE Group

The L'OCCITANE Group is a leading international manufacturer and retailer of sustainable beauty and wellness products. The Group operates in 90 countries worldwide and has 3,000 retail outlets including 1,500 of its own stores. Within its portfolio of premium beauty brands that champion organic and natural ingredients are: L'OCCITANE en Provence, Melvita, Erborian, L'OCCITANE au Brésil, LimeLife by Alcone, ELEMIS, Sol de Janeiro and Grown Alchemist.

Innovative venture studio, OBRATORI and beauty tech start-up, DUOLAB, are also part of the Group. With its nature-positive vision, L'OCCITANE Group is committed to investing in communities, biodiversity, reducing waste and to finding regenerative solutions in order to create a better and healthier planet.

For more information about our people and our brands, visit us at <https://group.loccitane.com>