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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)

**RESIGNATION OF EXECUTIVE DIRECTOR AND
APPOINTMENT TO THE OFFICE OF THE CHIEF EXECUTIVE OFFICER
OF THE GROUP**

1. RESIGNATION OF EXECUTIVE DIRECTOR

The board of directors (“**Board**”) of L’Occitane International S.A. (“**Company**”) hereby announces that it has been notified that Mr. Laurent Marteau (“**Mr. Marteau**”), an executive director of the Company, has resigned from his position as a member of the Board and his executive position with the Company, effective from 16 September 2024 (after market).

Mr. Marteau’s resignation reflects his desire to focus more on his personal pursuits as well as other business interests. Mr. Marteau has confirmed that he has no disagreement with the Board. There is no other matter relating to his resignation that would need to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited.

The Board sincerely thanks Mr. Marteau for his service and contribution to the Company and wishes him well in his future endeavours.

2. APPOINTMENT TO THE OFFICE OF THE CHIEF EXECUTIVE OFFICER OF THE GROUP

In connection with Mr. Marteau’s resignation, Mr. Marteau has also stepped down from his position as chief executive officer of the Company.

In the interim, the Board has established an Office of the Chief Executive Officer of the Group (“**Office of the CEO**”), and has appointed Mr. Reinold Geiger (“**Mr. Geiger**”), Mr. Samuel Antunes (“**Mr. Antunes**”), and Mr. Ingo Dauer (“**Mr. Dauer**”) as its members, effective from 16 September 2024 (after market). The three members of the Office of the CEO will be, collectively, responsible for the chief executive officer position of the Group.

Mr. Geiger is currently the Chairman of the Board and an executive director of the Company (“**Director**”), while Mr. Antunes and Mr. Dauer are members of the Company’s senior management, acting as the Group’s chief financial officer and the Group’s general counsel, respectively. Mr. Geiger, Mr. Antunes and Mr. Dauer will continue in their current positions, in addition to their new roles as members of the Office of the CEO.

There has been no change to the remuneration packages of Mr. Geiger, Mr. Antunes and Mr. Dauer as a result of their new appointments.

Mr. Reinold Geiger, aged 77, was appointed as an executive Director with effect from 22 December 2000 and is the Company's Chairman. Mr. Geiger joined the Group in 1996 as Chairman and controlling shareholder. Mr. Geiger is a director of L'Occitane Holding S.A., a director and managing director (“**administrateur délégué**”) of the Company and L'Occitane Groupe S.A., president of L'Occitane Innovation LAB SAS, a member of the board of directors or managers of LimeLife Co-Invest Sarl, L'Occitane Australia Pty. Ltd. and L'Occitane Japon K.K.. He is also the chairman of L'Occitane LLC. Since joining L'Occitane, Mr. Geiger has developed the Group from a largely domestic operation based in France to an international business. He has spent time travelling to the Group's worldwide locations in order to implement this growth strategy, where he has established the Group's subsidiaries and strong relationships with the local management. In June 2008, Mr. Geiger was awarded the accolade of “INSEAD entrepreneur of the year” for his international development strategy of the Group. Mr. Geiger began his career at the American Machine and Foundry Company in 1970. In 1972 he left to start his own business, and was involved in the distribution of machinery used in the processing of rubber and plastic, which he sold in 1978. Mr. Geiger then established and developed AMS Packaging SA, which specialised in packaging for the high end perfumes and cosmetics market. This company was floated on the Paris stock exchange in 1987 and Mr. Geiger left the company entirely in 1990. Between 1991 and 1995, he worked for a packaging company with operations primarily based in France and developed it into an international business. Mr. Geiger graduated from the Swiss Federal Institute of Technology in Zürich, Switzerland with a degree in engineering in 1969 and from INSEAD in Fontainebleu, France with a master's degree in business administration in 1976.

Mr. Samuel Antunes, aged 42, is the Group's Chief Financial Officer. Since joining the L'OCCITANE Group in 2010 as International Treasurer, he has accumulated 14 years of experience in corporate finance, specialising in global treasury operations, cash management, and financing strategy. Before becoming CFO on 30 June 2023, he served as Director of Group Cash Management and Financing, where he optimised cash flow and funding strategies, strengthening the Group's financial stability. He also played a key role in the Group's recent M&A activity and its current transition to a privately-held entity, contributing significantly to the Group's growth and profitability. Prior to joining the L'OCCITANE Group, Mr. Antunes worked for five years as Treasurer at Groupe Adeo, the world's third-largest DIY retailer. He holds a Master's degree in Corporate Finance from the University of Lille.

Mr. Ingo Dauer, aged 53, is the Group's General Counsel. He joined the L'OCCITANE Group in 2009, overseeing all legal, fiscal, and compliance matters, including M&A, commercial law, IP, data protection and insurance. With over 25 years of experience, he played a key role in the Group's IPO in Hong Kong, the acquisition of various brands, and its current transition to a privately-held entity, contributing significantly to the company's organisational development. Mr. Dauer co-manages the Group's corporate venture capital fund, L'Occitane Innovation Lab SAS, and holds board positions in several key subsidiaries including L'Occitane International (Suisse) S.A. and Laboratoires M&L S.A. He began his career as an in-house lawyer at Dachser and later held senior positions at Panalpina and ESCADA before joining the L'OCCITANE Group. He is a qualified lawyer with a law degree from the University of Augsburg, Germany.

Other than as set out in this announcement, there are no other matters concerning Mr. Geiger, Mr. Antunes and Mr. Dauer that would need to be brought to the attention of the shareholders of the Company nor are/were they involved in any of the matters which are required to be disclosed pursuant to any of the requirements of Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

As at the date of this announcement, Mr. Geiger has a deemed interest of 1,467,588,347 shares of the Company (“**Shares**”) and is a controlling shareholder of the Company. Save as disclosed in this announcement, Mr. Geiger does not have any other interest in the Shares or underlying Shares within the meaning of Part XV of the Securities and Futures Ordinance, nor does Mr. Geiger have any relationship with the other directors or senior managers of the Company (other than as disclosed at pages 53 to 59 of the 2023/24 annual report of the Company published on 26 July 2024). On 7 August 2024, L'Occitane Holding S.A., a company indirectly controlled by Mr. Geiger, published a compulsory acquisition notice, pursuant to Article 18 of the Company's currently effective articles of association, to compulsorily acquire the remaining issued and outstanding Shares following the notice period ending on 8 October 2024.

Neither Mr. Antunes nor Mr. Dauer has any interest in the Shares or underlying Shares within the meaning of Part XV of the Securities and Futures Ordinance, nor do they have any relationship with the other directors or senior managers of the Company.

The Board welcomes Mr. Geiger, Mr. Antunes and Mr. Dauer to the Office of the CEO.

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

Luxembourg, 17 September 2024

As at the date of this announcement, the executive Directors are Mr. Reinold Geiger (Chairman), Mr. André Hoffmann, Mr. Karl Guénard (Company Secretary) and Mr. Séan Harrington (Chief Executive Officer of ELEMIS), the non-executive Director is Mr. Thomas Levilion, and the independent non-executive Directors are Mrs. Christèle Hiss Holliger, Mr. Charles Mark Broadley, Ms. Betty Liu and Mr. Jackson Chik Sum Ng.