

Press Release

The L'OCCITANE Group announces Laurent Marteau to step down as Chief Executive Officer

Geneva, 17 September 2024 – The L'OCCITANE Group, a pioneer in premium sustainable beauty and wellness and a certified B Corporation™, today announced that Laurent Marteau has decided to step down from his roles as Chief Executive Officer and Board member, effective from 16 September 2024. Mr. Marteau's resignation reflects his desire to focus more on his personal pursuits as well as other business interests. The Board sincerely thanks Mr. Marteau for his service and contribution to the Company and wishes him well in his future endeavours.

The Board has established an Office of the Chief Executive whose members will manage the company's day-to-day operations in the interim. This office consists of Reinold Geiger, Chairman and controlling shareholder of the L'OCCITANE Group; Samuel Antunes, Group Chief Financial Officer; and Ingo Dauer, Group General Counsel.

The Group is currently focused on transitioning to new management and corporate governance structures as it delists from the Hong Kong Stock Exchange. The delisting process is progressing as planned and is expected to be completed by 16 October 2024.

#END#

Contact Information

Company Contact:

L'OCCITANE Group

groupcommunication@loccitane.com

Media Contact:

Brunswick Group

loccitane@brunswickgroup.com

About the L'OCCITANE Group

The L'OCCITANE Group is an international multi-brand group that manufactures and retails premium beauty and wellness products. The Group operates in 90 countries worldwide and has 3,000 retail outlets, including over 1,300 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, ELEMIS, Sol de Janeiro and Dr. Vranjes Firenze.

With its nature-positive vision and entrepreneurial ethos, L'OCCITANE Group is committed to investing in communities, biodiversity, reducing waste and finding sustainable solutions to create a better and healthier planet. The mission statement of the Group is: With empowerment we positively impact people and regenerate nature. The L'OCCITANE Group is a certified B Corporation™.