

Press Release

## The L'OCCITANE Group completes privatisation process

Geneva, 15 October 2024 – The L'OCCITANE Group (the “Group”), an international multi-brand group specialising in premium beauty and wellness products, today announced the completion of its voluntary delisting from the Hong Kong Stock Exchange. Effective from 16 October, shares of L'Occitane International S.A. will be withdrawn from the Hong Kong Stock Exchange.

“This marks a new chapter for our Group,” said Reinold Geiger, Chairman of L'OCCITANE Group. “As the cosmetics industry undergoes profound changes, this development enables us to focus on our purpose and core values, driving long-term sustainable growth across our brand portfolio and strengthening our future influence.”

Sustainability will remain at the core of the Group, which aims to create a positive impact on people and the planet through its brands. The Group will continue to thrive as a global leader for entrepreneurial brands. Its carefully curated portfolio of premium beauty and wellness brands each celebrate a distinct identity and purpose but are united by a shared mission and values.

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### **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™*

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