

Press Release

## L'OCCITANE Group appoints Didier Lalance as Group General Manager

Geneva, 1 February 2025 – The L'OCCITANE Group is pleased to announce the appointment of Didier Lalance as Group General Manager, effective immediately.

Didier Lalance will join the Group Executive Committee and work closely with its members, including Reinold Geiger, Group Chairman and CEO; Ingo Dauer, Group COO & Legal Counsel; and Samuel Antunes, Group CFO.

With 30 years of strategic leadership experience across international groups and renowned brands such as ASICS, KERING's sports divisions, LACOSTE, and Jott Group, Didier Lalance brings a wealth of expertise. His extensive knowledge of the retail sector and proven track record in developing and transforming premium global brands will be key to driving the L'OCCITANE Group's continued growth and success.

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### Media contact

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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>*