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L'OCCITANE INTERNATIONAL S.A.

Société Anonyme

1, rue du Fort Rheinsheim L-2419 Luxembourg

R.C.S. Luxembourg: B80359

(Incorporated under the laws of Luxembourg with limited liability)

(Stock code: 973)

**ANNOUNCEMENT RELATING TO
FORTHCOMING ANNUAL GENERAL MEETING**

We refer to the circular (the “**Circular**”) of L’Occitane International S.A. (the “**Company**”) dated 7 September 2010 in connection with, among other things, proposals for a general mandate to issue shares, a repurchase mandate to repurchase shares and notice of annual general meeting (the “**AGM**”).

The board of directors of the Company would like to remind shareholders that, as a Luxembourg incorporated company, the Company will hold the AGM in Luxembourg at 10:00 a.m. (C.E.T.) on 30 September 2010 at 1 rue du Fort Rheinsheim, L-2419 Luxembourg. A Luxembourg incorporated company is required by Luxembourg law to hold its AGM in Luxembourg. Shareholders may attend the AGM in Luxembourg and vote in person. Shareholders who are unable to attend and vote in person at the AGM in Luxembourg but wish to vote must lodge the proxy form with the Company’s Hong Kong Share Registrar, Computershare Hong Kong Investor Services Limited, at 17M, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong not less than 48 hours before the time of the AGM.

Shareholders may attend a management presentation in Hong Kong, at Pacific Place Convention Centre, Level 5, One Pacific Place, 88 Queensway, Hong Kong also to be held on 30 September 2010 at 4:00 p.m. Hong Kong time, at which the Company’s management will report on the business activities of the Company and will be

available to answer questions. This will not form part of the AGM and accordingly shareholders will not be able to cast any votes (whether by proxy, by corporate representatives or in person) at the management presentation in Hong Kong.

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

Hong Kong, 22 September 2010

As at the date of this announcement, the executive directors of the Company are Mr. Reinold Geiger, Mr. Emmanuel Laurent Jacques Osti, Mr. André Joseph Hoffmann and Mr. Thomas Levilion, the non-executive directors of the Company are Mr. Karl Guenard, Mr. Martial Thierry Lopez and Mr. Pierre Maurice Georges Milet and the independent non-executive directors of the Company are Mr. Charles Mark Broadley, Ms. Susan Saltzbar Kilsby and Mr. Jackson Chik Sum Ng.