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L'Occitane International S.A.

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(Incorporated under the laws of Luxembourg with limited liability)

**L'Occitane International S.A. offers 364,120,000 shares
to raise HK\$4.69 billion to HK\$5.49 billion**

(Hong Kong, 25 April 2010) L'Occitane International S.A. ("L'Occitane" or the "Company", SEHK stock code: 973, together with its subsidiaries, the "Group"), a global, natural and organic ingredient-based cosmetics and well-being products enterprise with strong regional roots in Provence, today announced details of its global offering of shares (the "Global Offering") and proposed listing on the Main Board of The Stock Exchange of Hong Kong Limited ("SEHK").

A total of 364,120,000 shares in L'Occitane are initially offered under the Global Offering (the "Offer Shares"), comprising an International Placing of 327,708,000 shares (subject to adjustment and the exercise of an over-allotment option) and a Hong Kong public offer (the "Hong Kong Public Offer") of 36,412,000 shares (subject to adjustment), representing 90% and 10% of the total number of Offer Shares, respectively. The Offer Shares represent approximately 25.0% of the enlarged issued share capital of the Company. Of the 364,120,000 Offer Shares, 182,060,000 will be new shares to be issued by the Company and 182,060,000 will be shares currently sold by L'Occitane Groupe S.A..

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The offer price (the "Offer Price") is currently expected to be not more than HK\$15.08 per share and not less than HK\$12.88 per share. The price determination date is expected to be on or around 30 April 2010, and, in any event, not later than 3 May 2010.

Dealings in the Company's shares on the Main Board of the SEHK are expected to commence on Friday, 7 May 2010 under the stock code 973. The Shares will be traded in board lots of 250 Shares. One board lot will be not more than HK\$3,808.04.

Excluding the exercise of the Over-allotment Option, if any, the expected market capitalization of L'Occitane is expected to range between HK\$18.76 billion and HK\$21.96 billion, based on the estimated Offer Price range.

The international underwriters will be granted an over-allotment option (the "Over-allotment Option") to require the Company to issue up to 27,309,000 shares, and L'Occitane Groupe S.A., its controlling shareholder, to sell up to 27,309,000 shares, representing an aggregate of 54,618,000 Shares, or 15% of the Offer Shares initially offered for subscription and sale in the Global Offering.

The net proceeds for the Company from the Global Offering is estimated to be approximately HK\$2.45 billion, before any exercise of the Over-allotment Option, after deducting underwriting commissions and other estimated expenses and assuming an Offer Price of HK\$13.98 per Share, being the mid-point of the stated range of the Offer Price. The Company intends to use net proceeds from the Global Offering as follows:

- approximately 65% for new L'Occitane and Melvita store openings globally, in which may include high growth emerging markets such as China, Brazil, Russia, India and Mexico as well as countries where we have not yet achieved a mature presence such as Japan, the US, the UK, Germany and Korea;
- approximately 20% for the extension and improvement of our manufacturing plants in Manosque and in Lagorce, and the building of a new central warehouse;
- approximately 2.5% for the development of our research and development in order to continue to improve our product quality and meet the increasing consumer demand for high quality and effective products, particularly in the face care segment;
- approximately 2.5% for the development of internet and e-commerce channels which the Company believes have a high growth potential;
- approximately 10% for working capital and general corporate purposes.

L'Occitane is a global, natural and organic ingredient-based cosmetics and well-being products enterprise with strong regional roots in Provence. The Group is committed to developing high quality products that are rich in natural and organic ingredients of traceable origins and respect for the environment.

L'Occitane's products are manufactured and will continue to be manufactured in France in the two production sites based in the south of France, where the group employs over 700 people and plans to invest close to Euro 50 million between 2010 and 2014 for the extension and improvement of our manufacturing plants in Manosque and Lagorce.

L'Occitane products are currently sold in over 80 countries through over 1,500 retail locations which sell exclusively L'Occitane products and are decorated in a standardized L'Occitane design. As of 28 February 2010, 753 were own L'Occitane branded boutiques and department store corners directly managed and operated by L'Occitane ("Own L'Occitane Stores"), of which 270 Own L'Occitane stores are located in Asia-Pacific, making it the largest region of the Group's own store count. The Group markets its products to customers principally through direct marketing at its Own L'Occitane Stores, enabling it to create a loyal customer base in an effective manner.

In addition to our Own L'Occitane Stores, the Company also distributes its products via complementary channels such as stores operated and managed by third parties, internet shopping websites, mail-orders, spas, airport and duty free stores and also those intermediaries who provide our products as amenities to their customers (i.e. hotels and airlines).

Operating a vertically integrated business model with close communication among the sales, research and development and marketing teams, the Group can promptly and effectively respond to changes in consumer demand and preferences. This enables the Group to have a relatively short time of approximately 10 to 12 months to market from conception of a product to its production and launch in most markets.

L'Occitane has established a strong presence in the Asia-Pacific region with the combined sales for the nine-month period ended December 2009 in Japan, Hong Kong and Taiwan alone accounting for 35.2% of L'Occitane's total sales. We also expect emerging market countries such as China, Russia, Brazil, Mexico and India to be the Company's key growth drivers going forward.

Mr. Reinold Geiger, Chairman and Executive Director of L'Occitane, said, "We are proud of the success of L'Occitane in the past decade, particularly with the development of our extensive store network as well as our well-recognized global brand name. We aim to leverage on our success with L'Occitane and develop and expand our recently acquired brand Melvita. It is our goal to develop ourselves into a multi-brand company in order to more fully capture the growth potential of the organic market."

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UBS AG, Hong Kong Branch is the Sole Global Coordinator of this transaction. UBS AG, Hong Kong Branch, CLSA Limited and The Hongkong and Shanghai Banking Corporation Limited are the Joint Bookrunners and Joint Lead Managers of this transaction. CLSA Equity Capital Markets Limited, The Hongkong and Shanghai Banking Corporation Limited and UBS AG, Hong Kong Branch are the Joint Sponsors of this transaction.

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