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L'OCCITANE
EN PROVENCE

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)

L'Occitane International S.A.

Successful listing on the Stock Exchange of Hong Kong

Terms not defined here shall have the same meaning as defined in the Prospectus dated April 26 2010

[7 May 2010, Hong Kong] L'Occitane International S.A. ("L'Occitane" or the "Company"; SEHK stock code: 973), a global, natural and organic ingredient-based cosmetics and well-being products enterprise with strong regional roots in Provence, France, today announces its successful listing on the Main Board of The Stock Exchange of Hong Kong Limited (the "SEHK").



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Caption: Executives of L'Occitane who attended the listing ceremony this morning included Mr. Reinold Geiger, Chairman, CEO and Executive Director (7th from the right); Mr. Andre Hoffmann, Managing Director and Executive Director (8th from the right); Mr. Jackson Ng, Independent Non-Executive Director (1st on the left); Mr. Peter Reed, Chief Financial Officer, Asia-Pacific (4th from the left); Mr. Kenny Choy, Company Secretary (3rd from the left); Mr. Ronald Arculli, Chairman of The Stock Exchange of Hong Kong Limited (6th from the right), Ms. Ko Yuk Yin, Teresa, Chairman of Listing Committee of The Stock Exchange of Hong Kong Limited (2nd from the left), Mr. Ng Meng Hua, Daniel, Listing Committee Member of The Stock Exchange of Hong Kong Limited (5th from the right), Mr. Mark Dickens, Head of Listing of The Stock Exchange of Hong Kong Limited (2nd from the right) and Ms. Bonnie Chan, Senior Vice President, Listing Division of The Stock Exchange of Hong Kong Limited (1st on the right).



Caption: Mr. Reinold Geiger, Chairman, CEO and Executive Director of L'Occitane and Mr. Andre Hoffmann, Managing Director and Executive Director of L'Occitane presenting souvenir to Mr. Ronald Arculli, Chairman of The Stock Exchange of Hong Kong Limited

Mr. Reinold Geiger, Chairman, CEO and Executive Director of L'Occitane, said, "We are delighted to witness the debut trading of our Company's shares on the SEHK and would like to take this opportunity to thank all our investors for their great support. With this successful Global Offering, we aim to capitalise on our growth potential by continuing to expand our store network globally, develop innovative and superior quality products and build our portfolio of brands including further developing our recently acquired brand - Melvita in order for our Company to achieve the best performance for our shareholders."

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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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For further information, please contact:

iPR Ogilvy LTD.

Callis Lau/ Canny Lo/ Charis Yau/ Christina Chung

Tel: (852)2136 6952/ 3170 6753/ 2136 6183/ 2136 6179

Fax: (852) 3170 6606

Email: callis.lau@iprogilvy.com/ canny.lo@iprogilvy.com/
charis.yau@iprogilvy.com/ christina.chung@iprogilvy.com