

[FOR IMMEDIATE RELEASE]



L'Occitane International S.A.

Société Anonyme
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(Incorporated under the laws of Luxembourg with limited liability)

L'Occitane announces 2010/ 2011 interim results

Net sales grew by 27.8%
Profit attributable to the owners grew 19.1% to €29.8 million

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United Kingdom, Other Countries including China and Russia, and Hong Kong were the Best-performing markets in Net Sales Growth

Financial Highlights

€ '000	For the half-year ended 30 September		Change
	2010	2009	
Net sales	331,218	259,261	27.8%
Operating profit	38,073	32,368	17.6%
Profit attributable to the owners of the Company	29,846	25,066	19.1%
Basic EPS (€ cents)	2.1	2.0	5.8%

(29 November 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 the consolidated interim results for the half-year ended 30 September 2010.

Net sales for the half-year ended 30 September 2010 increased 27.8% to €331.2 million as compared to the period ended 30 September 2009. Operating profit increased 17.6% to €38.1 million from €32.4 million in the corresponding period a year ago. Profit attributable to the owners of the Company grew 19.1% to €29.8 million.

In terms of geographic areas, excluding local currency translation effects, United Kingdom, Other Countries including China and Russia, and Hong Kong were the best-performing markets in net sales growth, reaching 35.0%, 34.5% and 28.2% respectively. In particular, local currency sales growth in Other Countries was very impressive. Local currency sales growth in Russia, China, Mexico, Korea and Germany reached 44.1%, 43.5%, 18.3%, 32.6% and 44.4% respectively.

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Mr. Reinold Geiger, Chairman and CEO of L'Occitane, said, that "During the period, we continued to implement our strategic plan in boosting sales growth and strengthening our presence globally, achieving positive results."

In the Asia-Pacific region where L'Occitane has been expanding its presence, the combined sales in Japan, Hong Kong and Taiwan accounted for 37.9% of L'Occitane's total sales in the period ended 30 September 2010. In terms of business segments, net sales contribution from the Sell-out, Sell-in and B-to-B segments amounted to €236.4 million, €82.3 million and €12.5 million respectively. The Sell-out business remained the main sales contributor of the Company, accounting for 71.4% of the total sales in the half-year ended 30 September 2010. The Sell-in business and B-to-B business accounted for 24.8% and 3.8% of total sales in the first half of the financial year respectively.

The Sell-out net sales of the Company increased by 13.9% in the first half of the financial year as compared to the corresponding period in the previous financial year, excluding foreign currency translation effects. The increase was primarily due to the addition of stores globally. Sell-out sales represented 60.5% of overall growth in the period ended 30 September 2010 excluding foreign currency translation effects, with Non-comparable Stores and Comparable Stores accounting for 45.5% and 12.8% of growth respectively.

During the period, the Company recorded a substantial improvement in same store sales growth for the Sell-out segment to 3.6% as compared to 1.0% as of the financial year ended 31 March 2010. Such increase was driven by a higher average value of sales transactions offsetting a slight decrease in the number of transactions. The Sell-out segment also benefited from the strong development of internet sales.

Excluding foreign currency translation effects, the Company recorded an increase of 23.5% in the period ended 30 September 2010 in Sell-in net sales, which represented 35.2% of overall net sales growth. The increase was primarily due to an increase in sales to travel retail customers, wholesale customers and department stores. The strong development of net sales to distributors in Asia, Europe and the Middle East as well as higher sales to TV sales operators also contributed to the growth in net sales.

Improved hotel occupancy and airline traffic resulted in a year-on-year growth of 18.9% in B-to-B net sales, which accounted for 4.3% of overall net sales growth in the period ended 30 September 2010.

The Company increased the total number of retail locations from 1,507 as at 30 September 2009 to 1,642 as at 30 September 2010. The number of own retail stores also increased to 826 as at 30 September 2010, from 730 as at 30 September 2009. This includes 42 additional stores in Asia, 49 in Europe and 5 in the Americas.

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Looking forward, L'Occitane will continue to expedite sales growth by accelerating the pace of store openings, in particular in emerging countries, whilst investing significantly in store renovations in more mature countries, such as the US. The Company will also focus on enhancing the brand awareness of L'Occitane and Melvita through intensified advertising and reinforcing marketing resources.

Mr. Geiger said, "We will continue to execute our strategy as planned. In the coming months, we intend to focus particularly on a high number of store openings in emerging countries, the further development and rationalisation of our brands and the optimisation of our supply chain, so as to achieve better results in the upcoming holiday period and thereafter."

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About L'Occitane International S.A.

L'Occitane is a global, natural and organic ingredient-based cosmetics and well-being products enterprise with strong regional roots in Provence. The Company 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 products are sold in over 80 countries through over 1600 retail locations which sell exclusively L'Occitane products and are decorated in a standardised L'Occitane design. The retail locations comprise own stores, independent distributors and travel retail operators. The Company also distributes its products via complementary channels such as internet shopping websites, mail order, spas and home shopping television networks, as well as sales to hotels and airlines who provide the products to their customers as free amenities.

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