

[FOR IMMEDIATE RELEASE]



L'Occitane International S.A.

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(Incorporated under the laws of Luxembourg with limited liability)

L'Occitane announces 2010/2011 annual results

Net sales grew by 26.1% to €772.3 million
Profit for the year rose 21.5% to €102.7 million

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China, Hong Kong and Russia among the Best-performing Markets in Net Sales Growth

Financial Highlights

€ '000	For the year ended 31 March		Change
	2011	2010	
Net sales	772,294	612,245	26.1%
Operating profit	132,084	110,193	19.9%
Profit for the year	102,700	84,559	21.5%
Basic EPS (€ cents)	6.8	6.4	6.3%
Dividend per share (€ cents)	1.35	--	--

(27 June 2011, 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 annual results for the year ended 31 March 2011.

Net sales for the year ended 31 March 2011 ("FY2011") increased 26.1% to €772.3 million from €612.2 million a year ago, reflecting net sales growth in most business segments and geographic areas. In FY2011, net sales of Sell-out and Sell-in business segments increased by 26.5% and 26.0%, respectively. In particular, Sell-in and Sell-out sales in Japan, China, Russia, Hong Kong, the United Kingdom, Brazil and Other Countries were the driving factors of net sales growth. Operating profit increased 19.9% to €132.1 million from €110.2 million. Profit for the year increased 21.5% to €102.7 million from €84.6 million. The board is pleased to recommend the distribution of a gross dividend of €0.0135 per share, corresponding to a dividend payout ratio of 20.0%.

Mr. Reinold Geiger, Chairman and CEO of L'Occitane, said, "During the year, we continued to implement our strategic plan in boosting sales growth and strengthening our presence globally through accelerated store openings as well as putting in place investments for future growth and developments. As a result, we delivered solid performance across the board especially in emerging markets such as China and Russia, and we are pleased to propose the distribution of our first dividend to shareholders since listing."

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In FY2011, the Company increased the total number of retail locations from 1,541 as at 31 March 2010 to 1,828 as at 31 March 2011. The number of own retail stores also increased to 895 as at 31 March 2011, from 764 as at 31 March 2010. These include 50 additional stores in Asia, including 24 in China, 11 in Japan and 4 in Hong Kong, 58 in Europe and 23 in the Americas.

In the Asia-Pacific region where L'Occitane has accelerated its network expansion, the combined sales in Japan, Hong Kong, China and Taiwan accounted for 41.9% of L'Occitane's total sales in FY2011. The catastrophe which occurred in Japan slowed down sales in the week of the events and the following week but growth resumed thereafter.

In terms of business segments, net sales contribution from the Sell-out, Sell-in and B-to-B segments amounted to €569.1 million, €178.5 million and €24.7 million respectively. The Sell-out business remained the main sales contributor of the Company, accounting for 73.7% of the total sales in FY2011. The Sell-in business and B-to-B business accounted for 23.1% and 3.2% of total sales in FY2011 respectively.

The Sell-out net sales of the Company increased by 14.9% in FY2011 compared with FY2010, excluding foreign currency translation effects. This increase was due to an increased number of stores globally and to improved Same Store Sales Growth. Sell-out sales represented 67.6% of overall growth in FY2011 excluding foreign currency translation effects, with Non-comparable Stores and Comparable Stores accounting for 47.5% and 19.7% of overall growth respectively.

In FY2011, the Company recorded Same Store Sales Growth of 5.3% for the Sell-out segment, compared to 2.6% in FY2010, which was driven by a higher average value of sales transactions offsetting a slight decrease in the number of transactions.

Excluding foreign currency translation effects, the Company recorded an increase of 21.1% in FY2011 in Sell-in net sales, which represented 30.2% of overall net sales growth. The increase was primarily due to an increase in sales to travel retail customers, wholesale customers and department stores, as well as the strong development of net sales to distributors.

Improved hotel occupancy and airline traffic resulted in an increase of 18.8% in B-to-B net sales, which contributed to 2.2% of overall net sales growth in FY2011.

Looking forward, L'Occitane will continue to intensify the execution of its strategy with a high number of store openings, the further development of its brands, and the optimization of its supply chain. After its successful initial steps, the SAP project will be rolled out in several countries and the Company is in the process of merging all back office functions in its two factories.

Mr. Geiger concluded, "Our sales expansion strategy will be supported by a planned series of initiatives. L'Occitane will further develop the awareness of its brands and the ability to attract more traffic into its stores, significantly increase customer base, particularly in its key developing markets including Brazil, China, Russia and Korea, and focus much more again on further development of the United States.

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We are confident next year will continue to see solid top line growth following our planned strategy. The combination of our major marketing and operational initiatives will set the basis for future growth in the lucrative market of natural and organic cosmetics, so as to achieve better results and bring sustainable returns to our shareholders."

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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 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 products are currently sold in over 80 countries through over 1,800 retail locations which sell exclusively L'Occitane products and are decorated in a standardized L'Occitane design. 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).

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