



**L'Occitane International S.A.**

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(Incorporated under the laws of Luxembourg with limited liability)*

**L'Occitane announces unaudited trading update for the first quarter  
of 2011/ 2012**

**Net Sales Growth of 16.3% in local currencies, in line with 2010/2011, with strong growth in  
China, Hong Kong, and Brazil**

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**Same Store Sales Growth Reached 6.4% for the First Quarter of 2011/2012**

(27 July 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 the unaudited trading update for the three months ended 30 June 2011.

Net sales for the three months ended 30 June 2011 reached €182.3 million, representing a year-on-year growth of 16.3% in local currencies, in line with the local currencies growth of 16.2% in 2010/2011. Net sales growth was 12.1% if currency impact was taken into account, which was due to the weaker US dollar against the euro in the first quarter of 2011/2012 as compared to the same period of last year, when the US dollar was particularly strong.

China, Hong Kong and Brazil were the three best performing markets in terms of net sales growth, with local currency growth of 51.9%, 40.9% and 32.2% respectively. Despite the impact from the earthquake and tsunami in March 2011, Japan recorded a net sales growth of 12.2% in local currency. The Company's European operations remained very solid with net sales growth of 7.1% in France with the L'Occitane brand and 9.4% in local currency in the United Kingdom.

Same Store Sales Growth for the three months ended 30 June 2011 was 6.4%, as compared to 5.3% in 2010/2011. Hong Kong, the United Kingdom, Brazil, and China showed the strongest Same Store Sales Growth with 30.9%, 10.0%, 9.3%, and 8.6% respectively.

During the period, the Company had net store openings of 25. The store openings were in line with the Company's expectations as the first quarter is a traditionally low season for openings. The openings were focused on potential growth regions, notably 16 in Asia (including 8 in China and 4 in Japan), 4 in Brazil and 5 in Russia. In addition, the Company closed 4 stores in the USA as the Company is in the process of rationalizing its portfolio there, along with its ambitious renovation program that started in 2010/2011 and is continuing into 2011/2012.

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In terms of business segments, net sales contribution from the Sell-out, Sell-in and B-to-B segments amounted to €133.1 million, €42.8 million and €6.4 million respectively. The Sell-out net sales of the Company increased by 17.2% in local currencies for the three months ended 30 June 2011 and represented 76.3% of overall growth. The Sell-in net sales and B-to-B net sales posted a year-on-year growth in local currencies of 14.6% and 10.4%, and accounted for 21.4% and 2.4% respectively of overall growth in the period ended 30 June 2011.

Mr. Reinold Geiger, Chairman and CEO of L'Occitane, said, "We will intensify the execution of our strategy with a high number of store openings, the further development of our brands and customer base as well as the optimization of our supply chain. We believe these measures will set the foundation for our future growth and profitability improvements, which in turn, will generate better returns for our shareholders."

Note: growth in local currencies excludes foreign currency translation effects.

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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 1,800 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 airports which provide the products to their customers as free amenities.

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