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L'OCCITANE

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L'OCCITANE INTERNATIONAL S.A.

1, rue du Fort Rheinsheim L-2419 Luxembourg

R.C.S. Luxembourg: B80359

(Incorporated under the laws of Luxembourg with limited liability)

(Stock code: 973)

UNAUDITED 2011/2012 FIRST QUARTER TRADING UPDATE FOR THE THREE MONTHS ENDED 30 JUNE 2011

L'Occitane International S.A. (the "Company") is pleased to present the unaudited 2011/2012 first quarter update of the Company and its subsidiaries (the "Group") for the three months ended 30 June 2011. This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

Business Segments

The following tables provide a breakdown of the net sales and year-on-year growth (including and excluding foreign currency translation effects as indicated) by business segment for the 3 month period ended 30 June 2011:

	June 2011		June 2010	
	€ '000	%	€ '000	%
Sell-Out	133,108	73.0	117,679	72.4
Sell-In	42,843	23.5	38,926	23.9
B-to-B	<u>6,365</u>	<u>3.5</u>	<u>6,056</u>	<u>3.7</u>
Total	<u>182,316</u>	<u>100.0</u>	<u>162,662</u>	<u>100.0</u>

	€ '000	% Growth	% Growth ⁽²⁾	% Contribution to Overall Growth ⁽²⁾
Sell-out	15,429	13.1	17.2	76.3
Comparable Stores	2,835	2.6	6.4	26.1
Non-comparable Stores	12,290	179.6	189.1	48.8
Other ⁽¹⁾	304	12.9	16.0	1.4
Sell-in	3,917	10.1	14.6	21.4
B-to-B	309	5.1	10.4	2.4
Overall Growth	<u>19,654</u>	<u>12.1</u>	<u>16.3</u>	<u>100.0</u>

(1) Includes mail-order and other sales.

(2) Excludes the impact of foreign currency translation effects.

Geographic Areas

The following table presents our net sales and net sales growth for the 3 month period ended 30 June 2011 and contribution to overall sales growth (including and excluding foreign currency translation effects as indicated) by geographic area:

€ '000	<i>Sales and % of total sales</i>				Growth	% Growth	% Growth ⁽¹⁾	% Contribution to Overall Growth ⁽¹⁾
	<u>June 2011</u>		<u>June 2010</u>					
Japan	45,190	24.8	40,517	24.9	4,673	11.5	12.2	18.6
Hong Kong ⁽²⁾	17,125	9.4	13,772	8.5	3,353	24.3	40.9	21.2
China	8,003	4.4	5,711	3.5	2,292	40.1	51.9	11.2
Taiwan	6,029	3.3	5,844	3.6	184	3.1	6.1	1.3
France	18,410	10.1	18,275	11.2	135	0.7	0.7	0.5
United Kingdom	8,523	4.7	8,097	5.0	426	5.3	9.4	2.9
United States	20,023	11.0	21,907	13.5	(1,884)	(8.6)	3.7	3.0
Brazil	9,361	5.1	7,147	4.4	2,214	31.0	32.2	8.7
Russia	7,190	3.9	5,958	3.7	1,231	20.7	26.2	5.9
Other Countries ⁽³⁾	<u>42,464</u>	<u>23.3</u>	<u>35,433</u>	<u>21.8</u>	<u>7,031</u>	<u>19.8</u>	<u>20.0</u>	<u>26.7</u>
All countries	<u>182,316</u>	<u>100.0</u>	<u>162,662</u>	<u>100.0</u>	<u>19,654</u>	<u>12.1</u>	<u>16.3</u>	<u>100.0</u>

(1) Excludes the impact of foreign currency translation effects and reflects growth from all business segments, including growth from our own retail store sales.

(2) Includes sales in Macau.

(3) Includes sales from Luxembourg.

The sales decrease in the United States is due to the weaker US dollar in the 3 month period ended 30 June 2011, as compared to the 3 month period ended 30 June 2010. The local currency growth was 3.7%.

The almost flat sales in France are primarily explained by the transfer of certain B-to-B sales previously invoiced in France to another Group entity classified under Other Countries. Our sales of L'Occitane branded products in France, excluding international B-to-B sales transferred to other Group entities, increased by 7.1% and contributed 3.5% to our overall growth.

The following table provides a breakdown, by geographic area, of the number of our own retail stores, their contribution percentage to overall growth and our Same Store Sales Growth for periods indicated:

	<i>Retail stores</i>			<i>% of Overall Growth^{(1) (2)}</i>			<i>Same Store Sales Growth⁽²⁾</i>
	<i>30 June 2011</i>	<i>30 June 2010</i>	<i>change</i>	<i>Non-comparable Stores</i>	<i>Comparable stores</i>	<i>Total Stores</i>	
Japan ⁽³⁾	87	75	12	13.8	3.1	16.9	2.4
Hong Kong ⁽⁴⁾	24	19	5	3.4	5.6	9.0	30.9
China	79	52	27	7.3	1.4	8.6	8.6
Taiwan ⁽⁵⁾	52	50	2	(0.1)	1.0	0.9	6.3
France ⁽⁶⁾	65	66	(1)	0.3	2.1	2.4	6.9
United Kingdom ⁽⁷⁾	52	42	10	2.8	2.0	4.8	10.0
United States ⁽⁸⁾	165	169	(4)	(1.0)	3.9	2.9	5.8
Brazil	50	35	15	4.6	2.1	6.7	9.3
Russia ⁽⁹⁾	60	46	14	3.1	1.2	4.3	7.1
Other Countries ⁽¹⁰⁾	<u>286</u>	<u>241</u>	<u>45</u>	<u>14.7</u>	<u>3.7</u>	<u>18.3</u>	<u>5.0</u>
All countries	<u>920</u>	<u>795</u>	<u>125</u>	<u>48.8</u>	<u>26.1</u>	<u>74.8</u>	<u>6.4</u>

(1) Represents percentage of overall net sales growth attributable to Non-comparable Stores, Comparable Stores and retail stores for the geographic area and period indicated.

(2) Excludes foreign currency translation effects.

(3) Includes 4 Melvita stores as at 30 June 2011.

(4) Includes 1 L'Occitane store in Macau and includes 2 and 4 Melvita stores in Hong Kong as at 30 June 2010 and 30 June 2011, respectively.

(5) Includes 2 Melvita stores as at 30 June 2011.

(6) Includes 4 and 5 Melvita stores as at 30 June 2010 and 30 June 2011, respectively.

- (7) Includes 2 Melvita stores as at 30 June 2011.
- (8) Includes 3 Melvita stores as at 30 June 2010 and 30 June 2011.
- (9) Includes 1 and 3 Melvita stores as at 30 June 2010 and 30 June 2011, respectively.
- (10) Includes 1 and 4 Melvita stores as at 30 June 2010 and 30 June 2011, respectively.

By Order of the Board
L'Occitane International S.A.
Reinold Geiger
Chairman

Hong Kong, 27 July 2011

As at the date of this announcement, the executive Directors of the Company are Mr. Reinold Geiger (Chairman and Chief Executive Officer), Mr. Emmanuel Laurent Jacques Osti (Managing Director), Mr. André Joseph Hoffmann (Managing Director Asia-Pacific) and Mr. Thomas Levilion (Group Deputy General Manager, Finance and Administration), the non-executive Directors of the Company are Mr. Karl Guénard, Mr. Martial Thierry Lopez and Mr. Pierre Maurice Georges Milet and the independent non-executive Directors of the Company are Mr. Charles Mark Broadley, Ms. Susan Saltzbart Kilsby and Mr. Jackson Chik Sum Ng.