

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

L'OCCITANE
EN PROVENCE

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)

VOLUNTARY ANNOUNCEMENT

TRANSACTIONS RELATED TO SWITZERLAND, KOREA AND MALAYSIA

The board of directors of L'Occitane International S.A. (the "Company") and its subsidiaries (the "Group") is pleased to announce that on 8 August the Group purchased the 49.9% interests in L'Occitane Suisse S.A. and in L'Occitane (Korea) Ltd held by Clarins B.V.. In addition, the Group has taken over the distribution of its products in Malaysia through the purchase on the same date of L'Occitane Malaysia Sdn Bhd, a company established to acquire the distribution rights and certain assets, including 18 retail outlets which will become Own Stores, from Clarins Sdn Bhd, the previous distributor.

The above transactions have enabled the Company to increase its interests in L'Occitane Suisse and L'Occitane Korea from 50.1% in each to 100% and to fully control the sales activity in Malaysia via its own local subsidiary. This will allow the Company to fully implement its marketing and distribution strategy with the focus on increasing the Company's market share in Switzerland, Korea and Malaysia.

This announcement is made on a voluntary basis.”

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

Hong Kong, 9 August, 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.