

[For Immediate Release]



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 third quarter of 2011/ 2012

Net Sales Achieved Year-on-Year Growth of 16.4% in real terms, and 17.5% excluding foreign currency translation effects

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**China surged 58.0% in net sales as the fastest growing market
Hong Kong, Brazil and Russia also among best-performing markets**

(30 January 2012, 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 nine months ended 31 December 2011.

Net sales for the nine months ended 31 December 2011 increased 16.4% to €681.4 million as compared to the period ended 31 December 2010. Excluding foreign currency translation effects, net sales growth was 17.5%. The Company's top-line growth accelerated in the third quarter, which, as the holiday season, is the key period to the Company's total sales performance over its full financial year.

In terms of geographic areas, excluding foreign currency translation effects, China, Hong Kong, Brazil and Russia were the best-performing markets in net sales growth, reaching 58.0%, 36.5%, 35.3% and 26.9%, respectively.

Overall Same Store Sales Growth accelerated from the first half of the financial year and from FY2011, particularly in Hong Kong, China, United Kingdom, the USA and emerging countries. Same Store Sales Growth for the nine months was 6.2%, up from 6.1% in the first half of the financial year, with Hong Kong, China, United Kingdom and Brazil showing the strongest growth of 34.3%, 19.9%, 14.8%, and 12.5%, respectively.

Same Store Sales Growth in Japan decreased slightly by 3.3%, partly explained by the consequences of the earthquake and tsunami on the economy in Japan, and also by the opening of new stores in the Kyushu area and Osaka, which impacted the existing stores but resulted in significant sales increases overall in the same areas. Excluding the stores where cannibalization effects occurred, Same Store Sales Growth was 1.5%.

Same Store Sales Growth in France and the USA was 3.0% and 10.3%, respectively, which was impacted by the Company's ambitious renovation program. Excluding the stores renovated during the period, Same Store Sales Growth was 4.9% and 10.9%, respectively.

During the period, the Company continued to strengthen presence through retail store network expansion. For the nine months ended 31 December 2011, the Company increased the total number of own retail stores to 1,033 as at 31 December 2011, a net increase of 161 over 12 months. This includes 85 additional stores in Asia, including 25 in China, 16 in Japan and 3 in Hong Kong, as well as 47 in Europe and 29 in the Americas.

In terms of business segments, net sales contribution from the Sell-out, Sell-in and B-to-B segments amounted to €507.5 million, €151.6 million and €22.3 million respectively. The Sell-out net sales of the Company increased by 18.7% for the nine months ended 31 December 2011 and represented 78.6% of overall growth, excluding foreign currency translation effects.

The Sell-in net sales and B-to-B net sales posted a year-on-year growth of 13.3% and 20.8%, and accounted for 17.6% and 3.8% respectively of overall growth in the period ended 31 December 2011 excluding foreign currency translation effects.

Mr. Reinold Geiger, Chairman and CEO of L'Occitane, said, "We are very satisfied with our excellent sales performance during the key third-quarter of our financial year. Looking forward, L'Occitane will continue to implement our planned development strategy and expedite sales growth through accelerated store openings, in particular in emerging and fast growing countries. The Company will also continue to invest for long term development, visible in our operations and structures and store network, so as to set the basis for future growth and create better returns for 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 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 about 1,900 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 airport and duty-free 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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