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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 2012/2013 FIRST QUARTER TRADING UPDATE FOR THE THREE MONTHS ENDED 30 JUNE 2012

L'Occitane International S.A. (the "Company") is pleased to present the unaudited 2012/2013 first quarter update of the Company and its subsidiaries (the "Group") for the three months ended 30 June 2012. 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.

Highlights

- Net sales grew by 18.8% (compared to 12.1% over the same period last year) to €216.5 million with a strong contribution from exchange rates. Local currency growth was 10.7%
- Growth was primarily driven by the United States, Hong Kong, Russia, the United Kingdom and China. Russia and China were among the fastest growing countries (29.6% and 22.7% in local currency, respectively)
- Net own stores openings were 33 over the three months ended 30 June 2012 (compared to 25 over the same period last year)

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 three month period ended 30 June 2012:

	Sales and % of total sales			
	30 June 2012		30 June 2011	
	€ '000	%	€ '000	%
Sell-out	161,647	74.7	133,096	73.0
Sell-in	54,860	25.3	49,215	27.0
Total	<u>216,507</u>	<u>100.0</u>	<u>182,311</u>	<u>100.0</u>

	€ '000	% Growth	% Growth ⁽²⁾	% Contribution to Overall Growth ⁽²⁾
Sell-out	28,551	21.5	12.5	84.8
Comparable Stores	10,780	8.9	0.8	5.1
Non-comparable Stores	17,129	182.8	162.7	78.0
Other ⁽¹⁾	643	24.2	12.4	1.7
Sell-in	5,645	11.5	6.0	15.2
Overall Growth	<u>34,196</u>	<u>18.8</u>	<u>10.7</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 three month period ended 30 June 2012 and contribution to overall sales growth (including and excluding foreign currency translation effects as indicated) by geographic area:

€ '000	Sales and % of total sales			Growth	% Growth	% Growth ⁽¹⁾	% Contribution to Overall Growth ⁽¹⁾	
	30 June 2012		30 June 2011					
Japan	52,235	24.1	45,190	24.8	7,045	15.6	1.0	2.3
Hong Kong ⁽²⁾	20,883	9.6	17,125	9.4	3,758	21.9	8.9	7.8
China	11,319	5.2	8,003	4.4	3,316	41.4	22.7	9.3
Taiwan	6,894	3.2	6,029	3.3	866	14.4	4.9	1.5
France	17,980	8.3	18,372	10.1	(392)	(2.1)	(2.1)	(2.0)
United Kingdom	11,497	5.3	8,527	4.7	2,970	34.8	23.5	10.2
United States	25,323	11.7	20,034	11.0	5,289	26.4	12.7	13.0
Brazil	10,160	4.7	9,361	5.1	799	8.5	19.0	9.1
Russia	9,420	4.4	7,190	3.9	2,230	31.0	29.6	10.9
Other Countries ⁽³⁾	50,796	23.5	42,481	23.3	8,314	19.6	17.4	37.9
All countries	<u>216,507</u>	<u>100.0</u>	<u>182,311</u>	<u>100.0</u>	<u>34,196</u>	<u>18.8</u>	<u>10.7</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 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:

	Own retail stores				% contribution to Overall Growth ^{(1) (2)}			Same Store Sales Growth ⁽²⁾
	net openings		net openings		Non-comparable Stores	Comparable stores	Total Stores	
	30 Jun 2012	YTD Jun 2012	30 Jun 2011	YTD Jun 2011				
Japan ⁽³⁾	99	9	87	4	14.4	(17.0)	(2.6)	(9.0)
Hong Kong ⁽⁴⁾	30	1	24	2	5.2	1.8	7.0	7.5
China	95	2	79	8	7.2	2.1	9.3	6.8
Taiwan ⁽⁵⁾	63	1	52	—	2.5	(2.3)	0.2	(9.2)
France ⁽⁶⁾	67	1	65	(1)	0.8	0.9	1.6	1.9
United Kingdom ⁽⁷⁾	58	1	52	4	3.7	3.6	7.3	11.7
United States ⁽⁸⁾	172	2	165	(2)	5.4	9.3	14.8	11.1
Brazil	64	1	50	4	7.4	(0.4)	7.1	(1.0)
Russia ⁽⁹⁾	84	8	60	3	6.2	3.4	9.6	11.8
Other Countries ⁽¹⁰⁾	354	7	286	3	25.2	3.8	29.0	3.1
All countries	1,086	33	920	25	78.0	5.1	83.1	0.8

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

⁽²⁾ Excludes foreign currency translation effects.

⁽³⁾ Includes 4 and 11 Melvita stores as at 30 June 2011 and 30 June 2012, respectively.

⁽⁴⁾ Includes 1 L'Occitane store in Macau, and 4 and 8 Melvita stores in Hong Kong as at 30 June 2011 and 30 June 2012, respectively.

⁽⁵⁾ Includes 2 and 9 Melvita stores as at 30 June 2011 and 30 June 2012, respectively.

⁽⁶⁾ Includes 5 Melvita stores as at 30 June 2011 and 30 June 2012.

⁽⁷⁾ Includes 2 Melvita stores as at 30 June 2011 and 30 June 2012.

⁽⁸⁾ Includes 3 Melvita stores as at 30 June 2011 and 30 June 2012.

⁽⁹⁾ Includes 3 and 7 Melvita stores as at 30 June 2011 and 30 June 2012, respectively.

⁽¹⁰⁾ Includes 4 and 9 Melvita stores as at 30 June 2011 and 30 June 2012, respectively.

Our sales were impacted by the global economic slowdown in several countries, including Japan, Taiwan and Brazil. However, our global footprint allowed us to take advantage of the better operating environment in some countries and our strong momentum in countries like the United States, the United Kingdom and Russia contributed to maintain a solid growth. In addition, the currency movements that accompany the changes in the economy were beneficial and allowed us to deliver a steady strong overall growth.

In terms of Same Store Sales Growth, Europe's performance was compared to a strong first quarter last year, and several countries delivered stronger performance in June than in the first two months of the quarter under review.

Same Store Sales Growth in Hong Kong was impacted by cannibalization effects impacting three stores but resulting in significant sales increases in the same areas. Furthermore, we renovated two stores in Hong Kong during the quarter under review. Excluding the stores where the latter effects occurred, the Same Store Sales Growth was 18.6%.

Similarly, the Same Store Sales Growth in Brazil was impacted by cannibalization effects in the cities of Rio de Janeiro and Sao Paulo, affecting three existing stores, as a consequence of recent new store openings. Excluding the stores where the latter effects occurred, the Same Store Sales Growth was 2.1%.

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

Hong Kong, 27 July 2012

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), Mr. Domenico Trizio (Chief Operating Officer) 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, Mrs. Susan Saltzbart Kilsby and Mr. Jackson Chik Sum Ng.