

[For Immediate Release]



L'Occitane International S.A.

Société Anonyme
1, rue du Fort Rheinsheim L-2419 Luxembourg
R.C.S. Luxembourg: B80359
(Incorporated under the laws of Luxembourg with limited liability)

L'Occitane announces unaudited trading update for the first quarter of 2012/ 2013

Net Sales Year-on-Year Growth Rose to 18.8%
Net Own Stores Openings were 33 over the period

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China, UK and Russia among the fastest growing countries with respectively 41.4%, 34.8% and 31.0% net sales growth

(27 July 2012, Hong Kong) L'Occitane International S.A. ("L'Occitane" or the "Company"; SEHK stock code: 973), a global, natural 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 2012.

Net sales for the three months increased 18.8% to €216.5 million as compared to the same period last year, with a strong contribution from exchange rates. Excluding foreign currency translation effects, net sales growth was 10.7%.

In terms of geographic areas, China, UK and Russia were the best-performing markets in net sales growth, reaching 41.4%, 34.8% and 31.0%, respectively. The Hong Kong market maintained an upward trend, with net sales growth at 21.9%.

During the period under review, sales were impacted by the global economic slowdown in several countries, including Japan, Taiwan and Brazil. However, the Company's global footprint allowed it to take advantage of the better operating environment in some countries and the strong momentum in countries like the USA, the UK and Russia contributed to maintain a solid growth.

In terms of Same Store Sales Growth, Russia, UK and USA demonstrated robust growth at 11.8%, 11.7% and 11.1% respectively. 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, two stores were renovated in Hong Kong during the quarter under review. Excluding the stores where these effects occurred, the Same Store Sales Growth was 18.6%.

During the period under review, the Company continued to strengthen its presence through retail store network expansion. For the three months ended 30 June 2012, the Company increased the total number of own retail stores to 1,086 and recorded a net increase of 33 openings over the period under review. This includes nine in Japan, eight in Russia, two in China and the USA respectively. Despite stalled growth from Same Store Sales in Japan, the Company continued to emphasize its expansion in the region, as Non-comparable stores in Japan contributed significantly, at 14.4%, to overall growth.

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In terms of business segments, net sales contribution from the Sell-out segment amounted to €161.6 million, while that of the Sell-in segment amounted to €54.9 million. The Sell-out net sales of the Company increased by 21.5% (2011: €133.1 million) for the three months ended 30 June 2012 and represented 84.8% of overall growth, excluding foreign currency translation effects.

The Sell-in segment posted a year-on-year growth of 11.5% (2011: €49.22 million) and accounted for 15.2% of overall growth in the three months ended 30 June 2012 excluding foreign currency translation effects.

Mr. Reinold Geiger, Chairman and CEO of L'Occitane, said, "During the period under review, solid results were recorded which demonstrates our efforts in maintaining business performance and sales growth amid the challenging operating environment. Looking forward, the Company will continue to invest and take advantage of potential business opportunities which will strengthen our foundation for future growth and continue to deliver strong returns for our shareholders."

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About L'Occitane International S.A.

L'Occitane International S.A. is a global, natural ingredient-based cosmetics and well-being products manufacturer and retailer with strong regional roots in Provence, France. The Company has three brands (L'Occitane, Melvita and Le Couvent des Minimes) in its portfolio and is committed to developing and retailing high quality products that are rich in natural and organic ingredients of traceable origins and respect for the environment. The L'Occitane brand currently represents the core of the Company's business and is sold in over 90 countries through over 2,000 retail locations. The retail locations comprise own stores, independent distributors and airport and duty-free operators. Melvita is a leading organic and personal care brand with its own retail network and Le Couvent des Minimes is a natural ingredient-based brand, mainly distributed through wholesale.

iPR Ogilvy LTD.

Callis Lau / Charis Yau / Janis Lai / Coty Lee / Andrea Leung

Tel: (852) 2136 6952/ 2136 6183/ 3920 7646/ 3920 7656 / 3920 7684

Fax: (852) 3170 6606

Email: callis.lau@iprogilvy.com/charis.yau@iprogilvy.com/janis.lai@iprogilvy.com/coty.lee@iprogilvy.com/andrea.leung@iprogilvy.com