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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 TRADING UPDATE FOR THE YEAR ENDED 31 MARCH 2013

L'Occitane International S.A. (the "Company") is pleased to present the unaudited trading update of the Company and its subsidiaries (the "Group") for the financial year ended 31 March 2013 ("FY2013"). This announcement is made pursuant to Part XIVA of the Securities and Futures Ordinance (Cap 571 of the Laws of Hong Kong) and Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Highlights

- Group achieved key milestone with net sales surpassing the billion euro mark. Group's net sales were €1,043.4 million, recording an increase of 14.2% compared with the financial year ended 31 March 2012 ("FY2012"). Local currency growth was 11.3%
- Growth was primarily driven by the United States, Russia, Hong Kong and China. Russia and China were among the fastest growing countries (30.4% and 24.2%, respectively)
- Overall Same Store Sales Growth was 2.3%
- The net own stores openings were 135 during FY2013 (compared to 142 during the same period last year), excluding the acquisition of distributors

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 FY2013:

	€ '000	Sales and % of total sales		FY2012 %
		FY2013 %	€ '000	
Sell-out	784,859	75.2	683,942	74.9
Sell-in	258,504	24.8	229,507	25.1
Total	1,043,363	100.0	913,448	100.0

	€ '000	% Growth	% Growth ⁽²⁾	% Contribution to Overall Growth ⁽²⁾
Sell-out	100,917	14.8	11.8	78.3
Comparable Stores	27,729	5.0	2.3	12.2
Non-comparable Stores	71,656	61.8	57.7	64.8
Other ⁽¹⁾	1,520	12.2	10.6	1.3
Sell-in	28,998	12.6	9.7	21.7
Overall Growth	129,914	14.2	11.3	100.0

⁽¹⁾ Includes mail-order and other sales.

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

Geographic Areas

The following table presents the Group's net sales and net sales growth for FY2013 and contribution to overall sales growth (including and excluding foreign currency translation effects as indicated) by geographic area:

€ '000	Sales and % of total sales						% Contribution to Overall Growth ⁽¹⁾	
	FY2013		FY2012	Growth	% Growth	% Growth ⁽¹⁾		
Japan	219,455	21.0	215,583	23.6	3,871	1.8	0.6	1.3
Hong Kong ⁽²⁾	111,007	10.6	92,227	10.1	18,780	20.4	13.6	12.2
China	67,724	6.5	50,917	5.6	16,807	33.0	24.2	11.9
Taiwan	36,196	3.5	32,540	3.6	3,656	11.2	4.5	1.4
France	82,532	7.9	77,908	8.5	4,624	5.9	5.9	4.5
United Kingdom	56,086	5.4	46,466	5.1	9,620	20.7	14.1	6.3
United States	124,916	12.0	104,759	11.5	20,157	19.2	12.8	13.0
Brazil	44,217	4.2	45,713	5.0	(1,496)	(3.3)	7.4	3.3
Russia	56,309	5.4	42,648	4.7	13,662	32.0	30.4	12.6
Other Countries ⁽³⁾	244,921	23.5	204,687	22.4	40,233	19.7	16.8	33.4
All countries	1,043,363	100.0	913,448	100.0	129,914	14.2	11.3	100.0

⁽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 the Group's own Retail stores, their contribution percentage to overall growth and Same Store Sales Growth for the year indicated:

	Own retail stores				% Contribution to Overall Growth ^{(1) (2)}			Same Store Sales Growth ⁽²⁾
	31 Mar 2013	Net openings FY2013	31 Mar 2012	Net openings FY2012	Non-comparable Stores	Comparable Stores	Total Stores	
Japan ⁽³⁾	100	10	90	7	6.9	(6.9)	(0.0)	(4.9)
Hong Kong ⁽⁴⁾	31	2	29	7	6.6	1.2	7.8	5.1
China	119	26	93	22	7.9	3.1	11.0	9.1
Taiwan ⁽⁵⁾	61	(1)	62	10	1.8	(1.1)	0.7	(4.8)
France ⁽⁶⁾	70	4	66	—	1.3	2.2	3.5	6.1
United Kingdom ⁽⁷⁾	62	5	57	9	2.6	2.3	5.0	7.7
United States ⁽⁸⁾	186	16	170	3	5.3	6.5	11.9	8.4
Brazil	70	7	63	17	3.7	(2.3)	1.4	(7.0)
Russia ⁽⁹⁾	99	23	76	19	7.3	2.9	10.2	9.4
Other Countries ⁽¹⁰⁾	400	53	347	64	21.5	4.2	25.7	3.8
All countries	1,198	145	1,053	158	64.8	12.2	77.0	2.3

⁽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 6 and 12 Melvita stores as at 31 March 2012 and 31 March 2013, respectively.

⁽⁴⁾ Includes 1 L'Occitane store in Macau, and 7 and 9 Melvita stores in Hong Kong as at 31 March 2012 and 31 March 2013, respectively.

⁽⁵⁾ Includes 8 and 9 Melvita stores as at 31 March 2012 and 31 March 2013, respectively.

⁽⁶⁾ Includes 4 Melvita stores as at 31 March 2012 and 31 March 2013.

⁽⁷⁾ Includes 2 Melvita stores as at 31 March 2012 and 31 March 2013.

⁽⁸⁾ Includes 3 and 2 Melvita stores as at 31 March 2012 and 31 March 2013, respectively.

⁽⁹⁾ Includes 6 and 8 Melvita stores as at 31 March 2012 and 31 March 2013, respectively.

⁽¹⁰⁾ Includes 9 and 7 Melvita stores as at 31 March 2012 and 31 March 2013, respectively.

The net openings include 16 stores from the acquisition of the distributor in Malaysia and 10 stores from the acquisition of the distributor in Ireland as at 31 March 2012 and 31 March 2013, respectively.

The Group achieved a key milestone with net sales surpassing the billion euro mark. The Group's net sales for FY2013 were €1,043.4 million, an increase of 14.2% as compared to FY2012. At constant exchange rates, the local currency growth was 11.3%.

The sell-out business segment accounted for 75.2% of the Group's total sales and amounted to €784.9 million, an increase of 14.8% as compared to FY2012 and a 11.8% increase at constant exchange rates. Non-comparable Stores contributed mainly towards this growth as well as existing Comparable Stores, with Same Store Sales Growth at constant exchange rates of 2.3%.

The Group's online retail sales remained dynamic with a 30.7% year-on-year growth during FY2013 and sales from this online channel now account for more than 6% of its overall global retail sales.

The sell-in business segment maintained double-digit growth of 12.6% despite recent acquisitions of distributors in Malaysia and Ireland, with a strong performance in the travel retail business which posted an 18.5% year-on-year growth during the financial year.

Overall, the growth of the business was driven particularly by strong performances from the United States, Russia, Hong Kong and China. Russia and China maintained their positions as the fastest growing countries for the Group. Japan, Brazil and Taiwan continue to remain soft due to the prevailing weakness and uncertainty in those markets and showed negative Same Store Sales Growth.

The Group remained on track with its global retail network expansion strategy: during FY2013, it opened net 135 stores, excluding acquisitions, as compared to 142 net openings during the same period last year. During FY2013, the Group added net 10 stores from the acquisition of the distributor in Ireland. The Group accelerated its store renovation program and renovated or relocated 74 stores during FY2013, as compared to 50 renovations and relocations during the same period last year.

The Company will announce its audited annual results for FY2013 on 17 June 2013.

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

Hong Kong, 25 April 2013

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 Luigi 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 and Mr. Martial Thierry Lopez and the independent non-executive Directors of the Company are Mrs. Valérie Irène Amélie Monique Bernis, Mr. Charles Mark Broadley, Mr. Pierre Maurice Georges Milet and Mr. Jackson Chik Sum Ng.

Disclaimer

The financial information and certain other information presented in a number of tables have been rounded to the nearest whole number or the nearest decimal. Therefore, the sum of the numbers in a column may not conform exactly to the total figure given for that column. In addition, certain percentages presented in the tables reflect calculations based upon the underlying information prior to rounding and, accordingly, may not conform exactly to the percentages that would be derived if the relevant calculations were based upon the rounded numbers.