

[For Immediate Release]



L'Occitane International S.A.

49, Boulevard Prince Henri L-1724 Luxembourg

R.C.S. Luxembourg: B80359

(Incorporated under the laws of Luxembourg with limited liability)

L'Occitane Announces Unaudited Trading Update For the Three Months Ended 30 June 2014

**Local Currency Sales Growth at 11.4%
Same Store Sales Growth Accelerated to 6.2%**

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**Online Retail Channel Outperformed with 36.4% Growth
China, the United States, Hong Kong and Japan Posted Growth
17.8%, 15.3%, 13.5% and 13.3% respectively,
at constant exchange rates**

(29 July 2014, Hong Kong) L'Occitane International S.A. ("L'Occitane" or the "Group"; 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 2014.

Net sales for the three months ended 30 June 2014 were €233.7 million, an increase of 11.4% at constant exchange rates as compared to the same period last year. Growth was primarily driven by Japan, the United States, Hong Kong and China. China, the United States, Hong Kong and Japan were the fastest growing countries, with respective growth of 17.8%, 15.3%, 13.5% and 13.3% at constant exchange rates. At constant exchange rates, Japan showed an improvement in sales trend with Same Store Sales Growth of 9.5% and sales growth of 13.3%.

The sell-out sales accounted for 74.1% of net sales and amounted to €173.2 million, an increase of 12.0% at constant exchange rates. Both comparable and non-comparable stores contributed towards this growth, supported by Same Store Sales Growth which accelerated to 6.2%. The Group's online retail channel continued to outperform with a 36.4% growth at constant exchange rates during the period under review.

Net sales, net sales growth and Same Store Sales Growth by geographical areas:

€'000	For the three months ended 30 June		% Growth ⁽¹⁾	% SSS Growth ⁽¹⁾
	2014	2013		
Japan	40,341	38,620	13.3	9.5
Hong Kong	24,438	22,581	13.5	(7.1)
China	16,187	14,607	17.8	8.9
Taiwan	6,790	7,293	0.6	5.6
France	20,228	20,465	(1.2)	(1.3)
United Kingdom	13,059	11,636	7.5	2.1
United States	29,737	27,101	15.3	7.6
Brazil	10,519	10,565	13.2	1.9
Russia	10,318	10,543	13.3	14.6
Other Countries	62,131	57,163	11.7	6.2
Total	233,747	220,574	11.4	6.2

⁽¹⁾Excludes foreign currency translation effects

The sell-in sales accounted for 25.9% of the Group's total sales and amounted to €60.6 million, an increase of 9.6% at constant exchange rates. The segment continued to grow in a challenged operating environment and accounted for 21.9% of the Group's overall growth.

During the period under review, the Group maintained its selective global retail expansion, with net own-store openings at 20 and continued its retail network upgrade with 26 stores renovated or relocated.

Mr. Reinold Geiger, Chairman and Chief Executive Officer of L'Occitane, said, "We are committed to supporting our sales growth and promoting our global presence through selective store openings and renovations as well as digital investment. Our performance in Japan highlights the strength of our key management team and well executed corporate actions across the various departments within the Group.

"As we start this quarter of the financial year with positive results, we are very pleased that the investment in the long term development of our Group is starting to bear fruit. We have set the stage to capture new growth opportunities as we execute the initiatives for our portfolio of brands, especially our new brands."

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About L'Occitane International S.A.

L'Occitane International S.A. (the "Company") is a global, natural and organic ingredient-based cosmetics and well-being products manufacturer and retailer with strong regional roots in Provence, France. The Company has five brands (L'Occitane en Provence, L'Occitane au Brésil, Melvita, Le Couvent des Minimes and Erborian) 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.

iPR Ogilvy & Mather

Callis Lau / Charis Yau / Janis Lai / Andrea Leung

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

Fax: (852) 3170 6606

Email: loccitane@iprogilvy.com