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L’OCCITANE

EN PROVENCE

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)

(Stock Code: 973)

EXERCISE OF OVER-ALLOTMENT OPTION

The Company announces that the Over-allotment Option has been exercised by the Sole Global Coordinator (after consulting with CLSA Limited and The Hongkong and Shanghai Banking Corporation Limited) on behalf of the International Underwriters on 28 May 2010 to require the Company to issue and allot 20,508,500 additional Shares and the Selling Shareholder to sell 20,508,500 additional Shares (collectively, the “**Over-allotment Shares**”), representing in aggregate approximately 11.26% of the Offer Shares initially available under the Global Offering. The Over-allotment Shares will be issued and allotted by the Company or sold by the Selling Shareholder (as the case may be) at HK\$15.08 per Share (excluding brokerage of 1%, SFC transaction levy of 0.004% and Hong Kong Stock Exchange trading fee of 0.005%), being the Offer Price per Share under the Global Offering.

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Listing of and permission to deal in the Over-allotment Shares has already been granted by the Listing Committee of the Hong Kong Stock Exchange. Listing of and dealings in such Over-allotment Shares are expected to commence on the Main Board of the Hong Kong Stock Exchange at 9:30 a.m. on 2 June 2010.

The shareholding structure of the Company immediately before and immediately after the issue and allotment of the Over-allotment Shares by the Company and the sale of the Over-allotment Shares by the Selling Shareholder is as follows:

(A) IMMEDIATELY BEFORE THE ISSUE, ALLOTMENT AND SALE OF THE OVER-ALLOTMENT SHARES

Shareholders	Number of Shares	Approximate percentage of issued share capital %
Mr. Reinold Geiger ⁽¹⁾	1,092,336,391	75
Société d'Investissement Cime S.A. ⁽²⁾	1,092,336,391	75
The Selling Shareholder	1,092,336,391	75
Public shareholders		
CIC	25,729,250	1.8
Other public shareholders	338,390,750	23.2
Total	1,456,456,391	100

(B) IMMEDIATELY AFTER THE ISSUE, ALLOTMENT AND SALE OF THE OVER-ALLOTMENT SHARES

Shareholders	Number of Shares	Approximate percentage of issued share capital %
Mr. Reinold Geiger ⁽¹⁾	1,071,827,891	72.6
Société d'Investissement Cime S.A. ⁽²⁾	1,071,827,891	72.6
The Selling Shareholder	1,071,827,891	72.6
Public shareholders		
CIC	25,729,250	1.7
Other public shareholders	379,407,750	25.7
Total	1,476,964,891	100

Notes:

- (1) Mr. Reinold Geiger is the beneficial owner of the entire issued share capital of Société d'Investissement Cime S.A., which in turn is the beneficial owner of approximately 51.94% of the entire issued share capital of the Selling Shareholder. Mr. Reinold Geiger is therefore deemed under the SFO to be interested in all the Shares registered in the name of the Selling Shareholder, which held 1,092,336,391 Shares and will hold 1,071,827,891 Shares immediately before and immediately after, respectively, the completion of the exercise of the Over-allotment Option. Ms. Dominique Maze-Sensier, Mr. Geiger's wife, is also deemed under the SFO to be interested in shares in the Selling Shareholder in which Mr. Geiger is interested.
- (2) Société d'Investissement Cime S.A. is the beneficial owner of approximately 51.94% of the entire issued share capital of the Selling Shareholder, which held 1,092,336,391 Shares and will hold 1,071,827,891 Shares immediately before and immediately after, respectively, the completion of the exercise of the Over-allotment Option. Société d'Investissement Cime S.A. is therefore deemed under the SFO to be interested in all the Shares registered in the name of the Selling Shareholder.

The net proceeds to the Company of approximately HK\$301.5 million from the issue and allotment of the Over-allotment Shares by the Company will be used by the Company for the same purposes on a pro-rata basis as set out in the section headed "Future Plans and Use of Proceeds" of the Prospectus.

By order of the Board
Reinold Geiger
Chairman

Hong Kong, 28 May 2010

As at the date of this announcement, the executive Directors of the Company are Mr. Reinold Geiger, Mr. Emmanuel Laurent Jacques Osti, Mr. André Joseph Hoffmann and Mr. Thomas Levilion, the non-executive Directors of the Company are Mr. Karl Guenard, Mr. Martial Thierry Lopez and Mr. Pierre Maurice Georges Milet and the independent non-executive Directors of the Company are Mr. Charles Mark Broadley, Ms. Susan Saltzbarth Kilsby and Mr. Jackson Chik Sum Ng.