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L'OCCITANE

EN PROVENCE

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)

(Stock code: 973)

APPOINTMENT OF VICE-CHAIRMAN

The board of directors (the “**Board**”) of L’Occitane International S.A. (the “**Company**”) is pleased to announce that Mr. André Hoffmann (“**Mr. Hoffmann**”), an executive director and Managing Director Asia-Pacific of the Company, is appointed as Vice-Chairman of the Board with immediate effect.

Mr. Hoffmann, aged 59, has been appointed as an executive director of the Company since May 2001. He is primarily responsible for the strategic planning of the Company and its subsidiaries (the “**Group**”) and the management of the business in Asia Pacific, the largest region of the Group. Mr. Hoffmann has more than 30 years’ management experience and his contribution to the Group has been valuable to the Group’s development. Further to his current roles and responsibilities as an executive director, Mr. Hoffmann will assist Mr. Geiger in discharge of his duties as the Chairman of the Board. The Board believes that the new appointment will strengthen the implementation of the Group’s strategies.

The Board would like to take this opportunity to acknowledge Mr. Hoffmann’s contributions to the Group and to congratulate him on his new appointment.

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

Luxembourg, 19 April 2016

As at the date of this announcement, the executive directors of the Company are Mr. Reinold Geiger (Chairman and Chief Executive Officer), Mr. André Hoffmann (Vice-Chairman), Mr. Domenico Trizio (Group Managing Director), Mr. Thomas Levilion (Group Deputy General Manager, Finance and Administration) and Mr. Karl Guénard (Joint Company Secretary); the non-executive director of the Company is Mr. Martial Lopez and the independent non-executive directors of the Company are Mr. Charles Mark Broadley, Mr. Pierre Milet, Mrs. Valérie Bernis and Mr. Jackson Chik Sum Ng.