

[For Immediate Release]



L'Occitane International S.A.

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(Incorporated under the laws of Luxembourg with limited liability)

L'Occitane Announces Unaudited Trading Update For the Six months ended 30 September 2014

Local Currency Sales Growth at 11.9%

Same Store Sales Growth at 6.1%

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Online Retail Channel Growth at 34.7%

Brazil, Hong Kong, China and Russia Posted Growth at

19.5%, 19.5%, 16.6% and 13.4% respectively

at constant exchange rates

(23 October 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 six months ended 30 September 2014.

Net sales for the six months ended 30 September 2014 were €485.9 million, an increase of 11.9% at constant exchange rates as compared to the same period last year. Growth was primarily driven by Japan, Hong Kong, the United States and China. Brazil, Hong Kong, China and Russia were among the fastest growing countries, with respective growth of 19.5%, 19.5%, 16.6% and 13.4% at constant exchange rates. At constant exchange rates, Japan showed an improvement in comparable sales trend for the six months ended 30 September 2014 with Same Store Sales Growth at 10.0% and sales growth of 13.0%.

The sell-out sales accounted for 72.8% of net sales and amounted to €353.7 million, an increase of 11.6% at constant exchange rates. Non-comparable Stores contributed mainly towards this growth as well as existing comparable Stores, while Same Store Sales Growth was 6.1%. During the period under review, the Group's online retail channel outperformed with sales growth of 34.7% at constant exchange rates.

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

€'000	For the six months ended 30 September		% Growth ⁽¹⁾	SSS Growth ⁽¹⁾
	2014	2013		
Japan	81,024	76,579	13.0	10.0
Hong Kong	54,505	46,562	19.5	(4.2)
China	35,673	31,485	16.6	9.9
Taiwan	14,747	14,857	1.9	8.8
France	40,506	40,166	0.8	0.6
United Kingdom	27,016	24,106	5.7	2.8
United States	59,056	54,316	11.4	4.9
Brazil	22,050	19,678	19.5	5.3
Russia	22,006	21,936	13.4	12.2
Other Countries	129,291	116,675	12.0	5.2
Total	485,874	446,361	11.9	6.1

⁽¹⁾Excludes foreign currency translation effects

The sell-in sales accounted for 27.2% of the Group's total sales and amounted to €132.2 million, an increase of 12.8% at constant exchange rates. The segment continued to grow in a challenged operating environment and accounted for 28.5% 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 38 and continued its retail network upgrade with 73 stores renovated or relocated.

Mr. Reinold Geiger, Chairman and Chief Executive Officer of L'Occitane, said, "We will continue our strategy to support sales growth with innovation and promoting selective store openings, renovations and digital investments. The online retail channel continued to outperform, confirming its leadership in the digital and mobile space."

"In a very challenging business environment, our performance for the first half of this financial year, which has shown a strong return to growth, highlights the strength of our management team and the results of our corporate actions within the Group."

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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.

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