

[For Immediate Release]



## **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)

### **L'Occitane Announces Share Placement of 50,000,000 Shares by the Controlling Shareholder**

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#### **LOG will remain the controlling shareholder while the share placement will monetise a portion of its investment and diversify L'Occitane's shareholder base**

**【13 December 2010, Hong Kong】** L'Occitane International S.A. ("L'Occitane" or the "Company"; SEHK stock code: 973), a global, natural and organic ingredient-based cosmetics and well-being products enterprise with strong regional roots in Provence, France, announces a share placement of 50,000,000 ordinary shares in the share capital of the Company by L'Occitane Groupe S.A. ("LOG"), the controlling shareholder of the Company.

The share placement represents approximately 3.4% of the issued shares of the Company, at a price of HK\$21.14 per share. LOG is subject to a lock-up period of 90 days.

Upon completion of the placement, LOG will remain the controlling shareholder of the Company. The shareholding of LOG in L'Occitane will be 69.2%, and that for the placees and other shareholders will be 3.4% and 27.4% respectively.

Mr. Reinold Geiger, Chairman and CEO of L'Occitane, said, "LOG will remain the controlling shareholder and will continue its commitment to the development of L'Occitane. We are delighted with the overwhelming response of the share placement, which will allow LOG to monetise a small portion of its investment in the Company, and are confident that the exercise will also help diversify our shareholder base for future development."

CLSA Limited, The Hongkong and Shanghai Banking Corporation Limited and UBS AG, Hong Kong Branch (in alphabetical order) are the placing agents of the share placement.

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**About L'Occitane International S.A.**

L'Occitane is a global, natural and organic ingredient-based cosmetics and well-being products enterprise with strong regional roots in Provence. The Company is committed to developing high quality products that are rich in natural and organic ingredients of traceable origins and respect for the environment. L'Occitane products are sold in over 80 countries through over 1600 retail locations which sell exclusively L'Occitane products and are decorated in a standardised L'Occitane design. The retail locations comprise own stores, independent distributors and travel retail operators. The Company also distributes its products via complementary channels such as internet shopping websites, mail order, spas and home shopping television networks, as well as sales to hotels and airports who provide the products to their customers as free amenities.

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