

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)

30 December 2010

Dear Shareholder(s),

Election of Language and Means of Receipt of Corporate Communications

Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and/or the articles of association of L'OCCITANE INTERNATIONAL S.A. (the "Company"), the Company will make available the following options for you to elect for receipt of future corporate communications ("Corporate Communications") of the Company, which means any document(s) issued or to be issued by the Company for the information or action of any holders of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form, in the following manners:

- (1) to read future Corporate Communications published on the Company website at www.loccitane.com ("Website Version") in place of receiving printed copies, and receive a printed notification letter of the publication of the Corporate Communications on website; or
- (2) to receive the printed English version of all future Corporate Communications only; or
- (3) to receive the printed Chinese version of all future Corporate Communications only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communications.

In support of environmental protection and for the purpose of saving printing and mailing costs, the Company recommends you to select the Website Version. To make your election, please mark (X) in the appropriate box on the enclosed Reply Form and sign and return to the Company's Hong Kong share registrar, Computershare Hong Kong Investor Services Limited (the "Hong Kong Share Registrar"), using the mailing label at the bottom of the Reply Form (a stamp is not needed if posted in Hong Kong). The address of Computershare Hong Kong Investor Services Limited is 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

If the Company does not receive the enclosed Reply Form or receive an objection from you by 26 January 2011 and until you inform the Company c/o the Hong Kong Share Registrar by reasonable notice according to the relevant laws and regulations, you will be deemed to have consented to receiving Website Version and only a printed notification of the publication of the Corporate Communications on the Company website will be sent to you in the future.

You have the right at any time by reasonable notice in writing to the Company c/o the Hong Kong Share Registrar to change the choice of language and means of receipt of the Corporate Communications. You may also send such a notice by email to loccitane@computershare.com.hk. Even if you have chosen (or are deemed to have consented) to receive the Website Version but for any reason have difficulty in receiving or gaining access to the Corporate Communications, the Company will upon your request send the Corporate Communications to you in printed form free of charge as soon as possible.

Please note that the English and Chinese versions of all future Corporate Communications will be available on the Company website at www.loccitane.com and the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk.

Should you have any query in relation to this letter, please contact the Company's Hong Kong Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays.

Yours faithfully,
L'OCCITANE INTERNATIONAL S.A.

Reply Form 回條

To: L'OCCITANE INTERNATIONAL S.A.
(the "Company") (Stock Code: 973)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre,
183 Queen's Road East,
Wanchai, Hong Kong

致: L'OCCITANE INTERNATIONAL S.A. 股份有限公司
(「本公司」) (股份代號: 973)
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to receive the Corporate Communications* of the Company ("Corporate Communications") in the manner as indicated below:

本人/我們希望以下列方式收取 貴公司之公司通訊文件* (「公司通訊文件」):

(Please mark **ONLY ONE (X)** of the following boxes)

(請從下列選擇中, 僅在其中一個空格內劃上「X」號)

- read the **Website Version** of all future Corporate Communications published on the Company's website in place of receiving printed copies; and receive a printed notification letter of the publication of Corporate Communications on website; **OR**
瀏覽在公司網站發表之公司通訊文件**網上版本**, 以代替印刷本, 並收取公司通訊文件已在網上刊發之通知信函印刷本; **或**
- to receive the **printed English version** of all future Corporate Communications ONLY; **OR**
僅收取公司通訊文件之**英文印刷本**; **或**
- to receive the **printed Chinese version** of all future Corporate Communications ONLY; **OR**
僅收取公司通訊文件之**中文印刷本**; **或**
- to receive both **printed English and Chinese versions** of all future Corporate Communications.
同時收取公司通訊文件之**英文及中文印刷本**。

Contact telephone number

聯絡電話號碼

Signature

簽名

Date

日期

Notes 附註:

- If the Company does not receive this Reply Form or receive a response indicating an objection from you by 26 January 2011, you will be deemed to have consented to receiving Website Version only, all future Corporate Communications will be sent out in the manner specified in the Company's letter dated 30 December 2010 and we will send you a notification letter of the publication of the Corporate Communication on website.
倘若本公司於 2011 年 1 月 26 日仍未收到 閣下之回條或表示反對的覆覆, 閣下將被視為已同意收取網上版本, 而本公司將按 2010 年 12 月 30 日之本公司函件內所述之方式只向 閣下寄發有關公司通訊文件已在網上刊發的通知信函。
- Shareholders are entitled to change the choice of means of receipt and language of the Company's Corporate Communication at any time by reasonable notice in writing or using email at loccitane@computershare.com.hk to the Company c/o the Company's Hong Kong share registrar.
股東有權隨時發出合理時間的書面通知或以電郵方式到 loccitane@computershare.com.hk 本公司之香港股份過戶登記處, 要求更改收取公司通訊文件之語言版本及方式。
- For the avoidance of doubt, we do not accept any special instructions written on this Reply Form.
為免存疑, 任何在本回覆表格上的額外手寫指示, 本公司將不予處理。

*Corporate Communications includes but is not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
公司通訊文件包括但不限於: (a) 董事會報告、年度財務報表連同核數師報告及如適用, 財務摘要報告; (b) 中期報告及如適用, 中期摘要報告; (c) 會議通告; (d) 上市文件; (e) 通函; 及(f) 委任代表表格。

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郵寄標籤 MAILING LABEL

閣下寄回此回條時, 請將郵寄標籤剪貼於信封上。
如在本港投寄毋須貼上郵票。
Please cut the mailing label and stick this on the envelope
to return this Reply Form to us.
No postage stamp necessary if posted in Hong Kong.

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong