

[For Immediate Release]



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)*

L'Occitane Speeds Up Expansion into Colour Makeup with Investment in LimeLight by Alcone

Group takes 40% Stake in LimeLight's business in the United States

A first step towards joint venture to expand LimeLight's business model outside of the United States

Committed investment to speed up expansion into colour cosmetics and new business model

(16 May 2017, Hong Kong & Long Island City, NY) L'Occitane International S.A. ("L'Occitane" or the "Group"; SEHK stock code: 973), a global, natural ingredient-based cosmetics and well-being products company with origins and true stories from Provence and around the world, announces that its board of directors has approved an investment in LimeLight by Alcone ("LimeLight").

Founded in 2015 by the Alcone Company, LimeLight by Alcone offers all-natural skincare lines and personalised colour makeup palettes, helping women everywhere look their best every day with its products. It utilises a unique distribution network with beauty guides and an online presence in the USA.

Under the terms of the investment, the Group will acquire a 40% stake in LimeLight's business in the United States. It also plans to invest in a majority stake in a joint venture with LimeLight to develop the business model outside of the United States. The investment is a good fit in terms of entrepreneurial spirit and management style, with LimeLight's existing management team to remain in place.

The investment fits into the Group's strategy to build a leading portfolio of cosmetics brands based on natural ingredients, while also speeding up its expansion into the colour cosmetics sector. It will also add further value to its ongoing omni-channel expansion strategy through the incorporation of LimeLight's unique distribution and online sales business model. LimeLight will also make use of the Group's dynamic R&D capabilities and production facilities for its future products.

Mr. Reinold Geiger, Chairman and Chief Executive Officer of L'Occitane, said, "As we expand into the colour cosmetics sector and explore the growth potential from new business ideas, we have been actively looking for quality brands that align with our corporate ethos of using the best natural ingredients and respecting the environment, while also offering a high potential return on investment. We have found the ideal partner with LimeLight, the company has great potential in the US and internationally and there is an excellent understanding and a true fit with the management."

Mrs. Michele Gay, LimeLight's co-founders and co-CEO, commented, "Our two companies share so many common visions and values. We applaud L'Occitane's forward-thinking understanding that connecting with consumers in this new digital age is not just about programming another device application, but also building and training a sales force that can capture a vast social media following and then help that following discover personalized beauty solutions through out-of-store, one-on-one relationships."

The transaction does not constitute a notifiable transaction under Chapter 14 of the Listing Rules. To the best of the knowledge, information and belief of the directors of the Company, having made all reasonable enquiries, none of the Alcone Company, LimeLight USA, Michele M. Gay and Madison Mallardi is a connected person of the Company and the transactions contemplated do not constitute connected transactions under Chapter 14A of the Listing Rules.

- End -

About L'Occitane International S.A.

L'Occitane International S.A. (the "Company") is a world's leading natural ingredient-based cosmetics and well-being products company with origins and true stories from Provence and around the world. A global leader in the premium beauty market, L'Occitane produces and retails best quality products, produced with cutting-edge technology under four brands, including L'Occitane en Provence, Melvita, Erborian and L'Occitane au Brésil. Its products are rich in natural ingredients of traceable origins, while also respecting the environment.

About LimeLight

LimeLight is a US based natural skincare and personalized makeup company, founded by experienced experts with more than 60 years experiences in beauty industry. LimeLight has unique distribution network and online presence in the US. It aims to help women everywhere look their best way with products made with professional grade makeup, botanical extracts and herbal ingredients

Media Contact

Think Alliance Group

Mr. Matthew Schultz / Mr. Henry Chow

Tel: (+852) 3978 5321 / 3978 5323

Email: loccitane@think-alliance.com

Analyst Contact

L'Occitane International S.A.

Ms. Olivia Wang

Investor Relations Director

Tel: (+852) 2899 4106

Email: Olivia.WANG@loccitane.com