

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Groupe L'OCCITANE 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)

UNAUDITED QUARTERLY UPDATE FOR THE PERIOD ENDED 30 SEPTEMBER 2023

L'Occitane International S.A. (the “**Company**”) is pleased to present the unaudited 2023/2024 (“**FY2024**”) quarterly update of the Company and its subsidiaries (the “**Group**”) for the three months ended 30 September 2023 (“**FY2024 Q2**”) and six months ended 30 September 2023 (“**FY2024 H1**”). This announcement is made pursuant to Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Highlights

- The Group sustained its solid sales momentum in FY2024 Q2, with sales reaching €1,072.0 million in FY2024 H1, representing growth of 18.5% at reported rates and 24.9% at constant rates.
- The growth was mainly driven by the outperformance of Sol de Janeiro and steady growth of L'OCCITANE en Provence with the recovering trend in China.
- Sol de Janeiro further accelerated sales growth to 188.8% at constant rates in FY2024 H1, while Others and ELEMIS grew 10.7% and 7.6% respectively at constant rates. L'OCCITANE en Provence grew 3.5% at constant rates in FY2024 H1, mainly contributed by the recovering trend in China. Excluding Russia, L'OCCITANE en Provence grew 4.8% at constant rates in FY2024 H1.
- The Americas continued to be the best performing region with growth of 63.6% at constant rates in FY2024 H1, mostly driven by Sol de Janeiro.
- Wholesale & others continued to be the fastest-growing channel with a 44.9% increase at constant rates in FY2024 H1. Online channels grew 26.9% at constant rates, thanks to Sol de Janeiro and a new marketplace channel launched in China for L'OCCITANE en Provence. Retail saw a decent 3.7% growth at constant rates, thanks to the improved situation in China.

Performance by Brand

The following tables present the net sales and net sales growth by brand for the periods indicated:

	FY2024 Q2 €'million	FY2023 Q2 €'million	Growth at reported rates %	Growth at constant rates %
L'OCCITANE en Provence	305.4	319.8	-4.5	2.8
ELEMIS	60.7	64.8	-6.4	-2.4
Sol de Janeiro ⁽¹⁾	157.0	56.0	180.5	202.3
Others ⁽²⁾	46.7	46.0	1.6	5.4
Total	569.8	486.6	17.1	25.3

	FY2024 H1	FY2023 H1	Growth at	Growth at
	<i>€'million</i>	<i>€'million</i>	reported rates	constant rates
			<i>%</i>	<i>%</i>
L'OCCITANE en Provence	595.6	610.3	-2.4	3.5
ELEMIS	109.2	105.1	3.8	7.6
Sol de Janeiro ⁽¹⁾	270.0	98.6	173.9	188.8
Others ⁽²⁾	97.2	90.5	7.5	10.7
Total	1,072.0	904.5	18.5	24.9

(1) Sol de Janeiro's quarterly sales in FY2023 were modified as follows: Q1 €42.6 million (+€1.8 million) and Q2 €56.0 million (+€2.1 million) due to a reclassification of sales in the marketplace channel to properly record the sell-out sales value.

(2) Others include LimeLife, Melvita, Erborian, L'OCCITANE au Brésil and Grown Alchemist.

Performance by Region

The following tables present the net sales, net sales growth and same store sales growth by region for the periods indicated:

	FY2024 Q2	FY2023 Q2	Growth at	Growth at
	<i>€'million</i>	<i>€'million</i>	reported rates	constant rates
			<i>%</i>	<i>%</i>
APAC	191.6	198.4	-3.4	7.5
Americas	239.9	152.6	57.2	68.9
EMEA	138.3	135.6	2.0	2.3
Total	569.8	486.6	17.1	25.3

	FY2024 H1	FY2023 H1	Growth at	Growth at	Same store
	<i>€'million</i>	<i>€'million</i>	reported rates	constant rates	sales growth
			<i>%</i>	<i>%</i>	<i>%</i>
APAC	371.4	371.1	0.1	9.2	4.4
Americas	442.4	284.1	55.7	63.6	15.8
EMEA	258.3	249.2	3.6	4.1	4.1
Total	1,072.0	904.5	18.5	24.9	7.8

Performance by Channel

The following tables present the net sales and net sales growth by channel for the periods indicated:

	FY2024 Q2	FY2023 Q2	Growth at	Growth at
	<i>€'million</i>	<i>€'million</i>	reported rates	constant rates
			<i>%</i>	<i>%</i>
Retail	153.3	159.3	-3.8	3.9
Online channels	172.0	143.9	19.6	29.2
Wholesale & others	244.5	183.5	33.3	40.8
Total	569.8	486.6	17.1	25.3

	FY2024 H1	FY2023 H1	Growth at	Growth at
	<i>€'million</i>	<i>€'million</i>	reported rates	constant rates
			<i>%</i>	<i>%</i>
Retail	313.2	321.7	-2.6	3.7
Online channels	321.1	268.6	19.5	26.9
Wholesale & others	437.7	314.2	39.3	44.9
Total	1,072.0	904.5	18.5	24.9

The Group maintained solid momentum with net sales amounting to €1,072.0 million in FY2024 H1, representing growth of 18.5% at reported rates or 24.9% at constant rates. The growth was mainly driven by Sol de Janeiro and L'OCCITANE en Provence in China. **L'OCCITANE en Provence** performed steadily with 3.5% growth at constant rates in FY2024 H1, contributed mainly by the double-digit sales growth in China. Excluding Russia, from which the Group divested in June 2022, the brand posted sales growth of 4.8% at constant rates in FY2024 H1. **ELEMIS** grew at 7.6% at constant rates in FY2024 H1. In FY2024 Q2, ELEMIS's overall sales in the UK and the US declined, in line with the management's expectations as the brand continued to execute the premiumization strategy. This resulted in the brand's 2.4% sales decline at constant rates. In the UK, ELEMIS's planned reduction in investment in certain web partners is strategically driving traffic to its e-commerce channel where it delivered double-digit growth. The US was impacted by an expected shortfall in the maritime business due to a timing shift of order shipments into the second half of FY2024. Excluding the maritime channel, the US domestic business grew by 18.3% at constant rates in FY2024 Q2. The e-commerce channel of both markets continues to grow well with an ongoing focus on reducing discounting depth and frequency, in line with the outlined strategy. **Sol de Janeiro** continued its impressive sales momentum with 188.8% growth at constant rates to reach €270.0 million sales in FY2024 H1, exceeding its annual sales in FY2023. The brand saw triple-digit growth across all geographies, driven by a highly successful summer campaign and its equally sought after core products and new launches. **Other brands** together showed healthy growth of 10.7% at constant rates for FY2024 H1. Erborian and L'OCCITANE au Brésil performed particularly well with 44.3% and 35.7% growth respectively at constant rates in FY2024 H1.

In terms of regional performance, the **Americas** led the growth with 63.6% at constant rates in FY2024 H1, mainly driven by Sol de Janeiro in the US. **APAC** grew 9.2% at constant rates in FY2024 H1. This was mostly contributed by the strong 28.0% growth at constant rates in China, thanks to L'OCCITANE en Provence and the continued development of ELEMIS. **EMEA** grew 4.1% at constant rates in FY2024 H1, mainly due to Sol de Janeiro's strong growth and encouraging results of Erborian. Excluding Russia, EMEA grew by 8.7% at constant rates.

In terms of channel performance, **Wholesale & others** led the growth with 44.9% at constant rates in FY2024 H1, with dynamic growth in wholesale chains and international distribution. **Online channels** posted a growth of 26.9% at constant rates in FY2024 H1, mainly driven by the strong performance of Sol de Janeiro and L'OCCITANE en Provence's recently launched marketplace channel in China. **Retail** sales maintained a steady growth of 3.7% at constant rates, mainly due to the improved conditions in China.

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

Hong Kong, 24 October 2023

As at the date of this announcement, the executive directors of the Company are Mr. Reinold Geiger (Chairman), Mr. André Hoffmann (Vice-Chairman and Chief Executive Officer), Mr. Karl Guénard (Company Secretary), Mr. Séan Harrington (Chief Executive Officer of ELEMIS) and Mr. Laurent Marteau (Group Managing Director); the non-executive director of the Company is Mr. Thomas Levilion and the independent non-executive directors of the Company are Mrs. Christèle Hiss Holliger, Mr. Charles Mark Broadley, Ms. Betty Liu and Mr. Jackson Chik Sum Ng.

Disclaimer

The financial information and certain other information presented in a number of tables have been rounded to the nearest whole number or the nearest decimal. Therefore, the sum of the numbers in a column may not conform exactly to the total figure given for that column. In addition, certain percentages presented in the tables reflect calculations based upon the underlying information prior to rounding and, accordingly, may not conform exactly to the percentages that would be derived if the relevant calculations were based upon the rounded numbers.