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**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)**

## **CHANGE IN CHIEF EXECUTIVE OFFICER**

The board of directors (the “**Board**”) of L’Occitane International S.A. (the “**Company**”, together with its subsidiaries, the “**Group**”) has been informed that Mr. André Joseph Hoffmann (“**Mr. Hoffmann**”) wishes to step down from the positions of Chief Executive Officer and Vice-chairman of the Company after this financial year, with 31 March 2024 being his last day in these positions. Mr. Hoffmann’s resignation from these positions will enable him to devote more time to his other business endeavors whilst continuing to focus on the strategic, policy and directive matters of the Company.

Mr. Hoffmann has confirmed that, with respect to his resignation from the position of Chief Executive Officer, he has no disagreement with the Board and there is no other matter relating to his resignation that would need to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited.

The Board is accordingly delighted to announce that Mr. Laurent Marteau (“**Mr. Marteau**”) will succeed Mr. Hoffmann as Chief Executive Officer of the Company on 1 April 2024.

In preparation for Mr. Hoffmann’s departure, Mr. Marteau will shadow Mr. Hoffmann in his duties as Chief Executive Officer for the remainder of this financial year and they will both work alongside the Company’s senior management team to help ensure a smooth transition. The Board is particularly pleased that its policy of succession management from within the Company wherever possible, has continued following the promotion of Mr. Samuel Antunes to Chief Financial Officer in June 2023.

Mr. Hoffmann and Mr. Marteau will remain as directors of the Company and there will be no change to Mr. Hoffmann’s position as a member of the remuneration committee of the Board. The Vice-chairman position will be retired from 1 April 2024 onwards.

### **The biographical details of Mr. Marteau are set out below:**

Mr. Marteau, aged 46, is an executive director of the Company and the Group Managing Director, responsible for the overall management of the Company. Mr. Marteau joined the Group in September 2022. He has over 20 years of experience in the global beauty industry, having worked for the LVMH Group for 15 years before joining La Prairie Group in 2014 as Vice President for Global Travel Retail & Special Channels and becoming a board member of La Prairie Group in the same year. In 2020, Mr. Marteau expanded his responsibilities and was made Vice President of La Prairie Group for Europe, the Americas, the Middle East and Africa. He graduated from IEP Lyon and EM Lyon Business School. Mr. Marteau was nominated as a director candidate by the Board on 26 June 2023.

As at the date of this announcement, Mr. Marteau has a beneficial interest in 205,200 shares of the Company (the “**Shares**”) and 808,531 free Shares granted by the Company pursuant to the Free Share Plan 2021. Aside from this, Mr. Marteau does not have any other interests in the Shares or underlying Shares within the meaning of Part XV of the Securities and Futures Ordinance.

Save as disclosed in this announcement, there is no other information relating to Mr. Hoffmann and Mr. Marteau that is required to be disclosed pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong.

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

Luxembourg, 8 January 2024

*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. Laurent Marteau (Group Managing Director), Mr. Karl Guénard (Company Secretary) and Mr. Séan Harrington (Chief Executive Officer of ELEMIS); 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.*