

L'OCCITANE

EN PROVENCE

Frequently Asked Questions

1. What did L'Occitane, Inc. announce?

L'Occitane continues to take steps to best position its business for a successful future in a rapidly changing landscape. Over the past year, the Company has been proactive in addressing COVID-related challenges head on and has accelerated a retail transformation already well underway to best serve customers across multiple channels.

Despite its success – particularly in growing online sales dramatically – the U.S. business continues to be impacted by disproportionately high store rent obligations that are no longer tenable in the current environment. Following repeated endeavors to engage with its landlords to address unmanageable store lease terms, the Company determined that a restructuring of its lease portfolio in Chapter 11 was the necessary path to right-size its brick-and-mortar presence and create a sustainable U.S. store platform for the long term.

2. How does this path position L'Occitane, Inc. for long-term success?

With its iconic global brand and highest quality offerings beloved by many, L'Occitane has successfully evolved its business model to advance its omnichannel strategy. This announcement is a further positive development in the Company's transformation – with a right-sized U.S. store footprint to complement its highly successful and rapidly growing online business, the Company will be well positioned for long-term success.

3. Are L'OCCITANE en Provence boutiques in the U.S. open?

Yes! L'OCCITANE en Provence boutiques are open. We welcome customers to continue to shop with us in-store as well as online. For updated information on boutique locations and hours, please visit <https://www.loccitane.com/en-us/boutique-locator>.

4. Will the Chapter 11 filing affect the day-to-day operations of L'Occitane's U.S. business?

L'Occitane's U.S. business will operate as usual, continuing to serve its customer base nationwide, both in-store and online. The Company looks forward to continuing to provide customers with the same extraordinary L'OCCITANE en Provence beauty experience that they know and love.

5. What operations are and are not included in the Chapter 11 filing?

The filing only includes the operations of L'Occitane, Inc., the U.S. business of the L'OCCITANE en Provence brand. The filing does not include the L'OCCITANE en Provence brand or any operations outside the U.S.; parent company L'Occitane International S.A. (Group); or any other Group subsidiaries, including ELEMIS and LimeLife.

6. Does L’Occitane, Inc. have enough money to continue operating in the ordinary course while in Chapter 11?

L’Occitane, Inc. has ample liquidity to fund its day-to-day operations and fulfill commitments to its valued employees, customers, and suppliers during the Chapter 11 process.

7. What does L’Occitane, Inc.’s Chapter 11 mean for employees?

Employees can expect to continue to be paid as usual, and for their benefits to continue in the normal course – all without interruption. The business is operating as usual, just like in our other markets around the world, and we will continue to serve our customers across all channels in the same exceptional way.

8. What does L’Occitane, Inc.’s Chapter 11 mean for customers?

Our focus on offering the highest quality products has not changed, and you can expect the same extraordinary L’OCCITANE en Provence beauty experience that you know and love. We welcome customers to continue to shop with us, both in-store and online.

9. What does L’Occitane, Inc.’s Chapter 11 mean for suppliers?

We are operating our business as usual and intend to continue to pay our suppliers in the ordinary course – without interruption – for goods received and services rendered.

At the end of the Chapter 11 process, L’Occitane, Inc. will be in an even better position for the future – making us a stronger partner to suppliers going forward.

10. Where can I go for more information about the Chapter 11 process?

For information about L’Occitane Inc.’s lease portfolio restructuring process in Chapter 11, including access to Court documents, please visit <https://cases.stretto.com/LOccitane>.