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SA SA INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 178)

Unaudited Operational Update for the Third Quarter ended 31 December 2009

Highlights		
Group - Retail & Wholesale		
	<i>3 months ended 31 December 2009</i>	<i>9 months ended 31 December 2009</i>
Group turnover (YoY % change)	+15.0%	+10.9%
HK & Macau - Retail		
	<i>3 months ended 31 December 2009</i>	<i>9 months ended 31 December 2009</i>
Retail sales growth (YoY % change)	+12.9%	+8.2%
Same store sales growth (YoY % change)	+8.7%	+5.0%
Average sales per transaction (HK\$)	301 (+4.7%)	264 (+0.4%)
Total no. of transactions (million)	3.2 (+7.8%)	8.8 (+7.8%)

The Board of Directors of Sa Sa International Holdings Limited announces the unaudited operational update of the Company and its subsidiaries (“Group”) for the three months and nine months ended 31 December 2009.

For the three months ended 31 December 2009, the Group's retail and wholesale business achieved a year-on-year increase in turnover of 15.0%. Retail sales growth in Hong Kong and Macau rose by 12.9%, with an increase in same store sales of 8.7%. The sales growth was driven by the 7.8% increase in the number of transactions as well as the increasing number of Mainland visitors and improved consumption sentiment. Markets other than Hong Kong and Macau saw a year-on-year growth of 29.1% in retail sales. For the nine months ended 31 December 2009, the Group's retail and wholesale business recorded a year-on-year turnover growth of 10.9%. Hong Kong and Macau market saw retail sales growth of 8.2%, with a same store sales growth of 5.0%.

The Group added nine retail outlets (net increase) to its network in the third quarter, including two stores in Hong Kong and Macau, as well as three stores and two counters in Mainland China. Our retail network expanded to 168 outlets as at 31 December 2009.

Number of Outlets (Stores/Counters) by Market

	<i>As at 31 December 2009</i>	<i>As at 30 September 2009</i>
Hong Kong & Macau	73*	71*
Mainland China	35 [#]	30 ^{##}
Malaysia	28	28
Singapore	17	15
Taiwan	15 [^]	15 [^]
Total	168	159

* Include one La Colline store and one Elizabeth Arden counter

Include 16 Sasa stores and 19 Suisse Programme counters

Include 13 Sasa stores and 17 Suisse Programme counters

[^] Include one Suisse Programme counter

Thanks to the positive consumption sentiment during the third quarter including the Christmas period, the sales performance of the Group was up to its expectation. The Hong Kong and Macau market saw a double digit growth during the period. Capitalizing on Sa Sa's strong brand equity and extensive store network, the Group will continue to diversify its product portfolio and foster a broader and balanced customer base. The Group will further strengthen its overall operation and management efficiency, so as to enhance its performance and optimize shareholder returns.

The Board wishes to remind investors that the above operational data for the three months and nine months ended 31 December 2009 are based on the unaudited management accounts of the Group which have not been reviewed or audited by the auditors of the Company.

Shareholders and potential shareholders of the Company are cautioned not to unduly rely on such data and are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
KWOK Siu Ming Simon
Chairman and chief executive officer

Hong Kong, 11 January 2010

As at the date of this announcement, the directors of the Company are:-

Executive Directors

Dr KWOK Siu Ming Simon, *JP* (Chairman and chief executive officer)

Dr KWOK LAW Kwai Chun Eleanor, *BBS* (Vice-chairman)

Mr LOOK Guy (Chief financial officer)

Non-executive Director

Mrs LEE LOOK Ngan Kwan Christina

Independent Non-executive Directors

Professor CHAN Yuk Shee, *PhD, BBS, JP*

Dr LEUNG Kwok Fai Thomas, *PhD, BBS, JP*

Ms TAM Wai Chu Maria, *GBS, JP*

Ms KI Man Fung Leonie, *SBS, JP*