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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 2010

Highlights

Group - Retail & Wholesale

| | <i>3 months ended 31 December 2010</i> | <i>9 months ended 31 December 2010</i> |
|----------------------------------|--|--|
| Group turnover (YoY % change) | +16.8% | +18.1% |

HK & Macau - Retail & Wholesale

| | <i>3 months ended 31 December 2010</i> | <i>9 months ended 31 December 2010</i> |
|---|--|--|
| Retail & wholesale sales growth (YoY % change) | +17.5% | +17.5% |
| Same store sales growth (YoY % change) | +6.8% | +8.3% |
| Average sales per transaction (HK\$) | 326 (+8.4%) | 289 (+9.6%) |
| Total no. of transactions (million) | 3.4 (+7.4%) | 9.3 (+6.5%) |

The Board of Directors of Sa Sa International Holdings Limited announces the unaudited operational update of the Company and its subsidiaries (the "Group") for the three and nine months ended 31 December 2010.

For the three months ended 31 December 2010, the Group's retail and wholesale business achieved a year-on-year increase in turnover of 16.8%. Retail and wholesale sales growth in Hong Kong and Macau rose by 17.5%, with same store sales growth of 6.8%. During the period, the average sales per transaction increased by 8.4% and the number of transactions increased by 7.4% for Hong Kong and Macau market. Other markets (comprising Mainland China, Singapore, Malaysia and Taiwan) recorded a year-on-year sales growth of 33.5% in retail and wholesale turnover. During the period, the performance of sasa.com was affected by the changes in customs duty exemption limit in the PRC and the outsourcing of logistics function. Therefore, the year-on-year sales of sasa.com decreased by 35.5% during the period.

The Group added 15 outlets to its network in the third quarter, including four outlets in the Hong Kong and Macau market, four outlets in Mainland China, two outlets in Singapore, four outlets in Malaysia and one outlet in Taiwan. The Group's retail network has 195 stores and counters as at 31 December 2010.

Number of Outlets (Stores/Counters) by Market

| | <i>As at 31 December 2010</i> | <i>As at 30 September 2010</i> |
|-------------------|-----------------------------------|------------------------------------|
| Hong Kong & Macau | 78* | 74* |
| Mainland China | 42 [#] | 38 ^{##} |
| Singapore | 20 | 18 |
| Malaysia | 37 | 33 |
| Taiwan | 18 [^] | 17 ^{^^} |
| Total | 195 | 180 |

* Include one La Colline and one Suisse Programme specialty stores

Include 22 Sasa stores and 20 Suisse Programme counters

Include 19 Sasa stores and 19 Suisse Programme counters

[^] Include one Suisse Programme counter

^{^^} Include two Suisse Programme counters

Benefiting from the improved consumer sentiment and strong mainland tourist traffic, the growth momentum of the Group's retail business in Hong Kong and Macau continued. Riding on the Group's strong brand recognition and increased network penetration, Sa Sa is well-positioned for its strategic expansion in the region. For the year ahead, the Group will continue to diversify its product portfolio and enhance operational efficiency so as to maximize returns for our shareholders.

The Board wishes to remind investors that the above operational data for the three months and nine months ended 31 December 2010 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, 10 January 2011

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 Directors

Mrs LEE LOOK Ngan Kwan Christina

Mr TAN Wee Seng

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*