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SA SA INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 178)

VOLUNTARY ANNOUNCEMENT

This announcement is made by the Company on a voluntary basis to keep its shareholders and potential investors update of: (i) the Group's retail sales growth; and (ii) the retail sales growth and same store sales growth of its retail business in Hong Kong and Macau.

	<i>Quarter to date from 1 Jul to 19 Aug 2012</i>	<i>Year to date from 1 Apr to 19 Aug 2012</i>
Group* - Retail		
YoY growth in retail sales (excluded adjustments**)	20.8%	20.4%
YoY growth in retail sales	20.1%	19.3%
HK & Macau - Retail		
YoY growth in retail sales (excluded adjustments**)	19.5%	17.9%
YoY growth in retail sales	18.7%	16.6%
YoY same store sales growth (excluded adjustments**)	16.3%	14.9%
YoY same store sales growth	15.3%	13.5%

* Means the Company and its subsidiaries

** Adjustments according to Hong Kong International Financial Reporting Interpretation Committee - Interpretation 13 on the bonus points scheme.

The Board wishes to remind shareholders and potential investors that the above data 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 investors 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, 24 August 2012

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

Executive Directors

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

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

Mr LOOK Guy (Chief financial officer)

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*

Mr TAN Wee Seng