

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **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 inform shareholders and potential investors about the sales performance of its retail business in Hong Kong and Macau during the first seven days of Chinese New Year (“CNY”) 2013 (from 10 to 16 February 2013) as compared with that of the corresponding period last year (from 23 to 29 January 2012).

	<i><b>First seven days of CNY (10-16 February 2013)</b></i>
<b>HK &amp; Macau - Retail</b>	
YoY growth in retail sales	Approximately 30%*
YoY growth in same store sales	Approximately 20%*

Driven by the growing number of Mainland tourists, the Group’s sales in Hong Kong and Macau grew by approximately 30%\* during the first seven days of the CNY comparing to that of the corresponding period last year, exceeding the Group’s expectations. While CNY was in January in 2012, it fell into February this year and local consumer sentiment improved during the month. As a result, the Group’s business in Hong Kong and Macau picked up momentum gradually in February. For the fourth quarter to date starting in January, sales has increased by nearly 30%\* and same store sales has grown by nearly 20%\*. The Group is satisfied with this performance.

\* *Exclude 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, 19 February 2013

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, SBS, 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