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## **SA SA INTERNATIONAL HOLDINGS LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 178)**

### **Sales Performance of Retail Business in Hong Kong and Macau during the Labour Day Holiday in 2013**

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 Labour Day Holiday 2013 (from 29 April to 1 May) as compared with that of the corresponding period last year (from 29 April to 1 May 2012).

|                                       | <i>Labour Day Holiday<br/>(29 April to 1 May 2013)</i> |
|---------------------------------------|--|
| <b>Hong Kong &amp; Macau - Retail</b> |  |
| YoY growth in retail sales            | Approximately 25%*                                     |
| YoY growth in same store sales        | Approximately 17%*                                     |

Benefiting from the continued growth in Mainland tourist arrivals during the Labour Day Holiday, the Group's retail sales in Hong Kong and Macau rose approximately 25%\* during the 3-day holiday, in line with the Group's expectation.

\* *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, 3 May 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)

***Non-Executive Director***

Ms LEE Yun Chun Marie-christine

***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