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SA SA INTERNATIONAL HOLDINGS LIMITED

莎莎國際控股有限公司* (Incorporated in the Cayman Islands with limited liability) (Stock Code: 178)

PROPOSED ADOPTION OF FORMAL CHINESE NAME

The Board proposes to adopt「莎莎國際控股有限公司」 as the formal Chinese name of the Company.

The adoption of the Chinese name of the Company is subject to, among other things, approval of the shareholders of the Company by way of a special resolution at the AGM. A circular and a notice convening the AGM containing, among other things, the special resolution approving the adoption of the Chinese Name will be despatched to the Shareholders as soon as practicable.

PROPOSED ADOPTION OF THE FORMAL CHINESE NAME

The board of directors ("Board") of Sa Sa International Holdings Limited ("Company") announces that the Company proposes to adopt「莎莎國際控股有限公司」as the formal Chinese name of the Company ("Chinese Name").

The Company has been using 「莎莎國際控股有限公司」 as its name's Chinese translation. This proposal, if approved and effective, will allow the Company to formalize the use of this Chinese Name with the express statutory recognition and permission under the laws in the Cayman Islands. The Board believes that this proposal is in the interests of the Company and its shareholders ("Shareholders") as a whole.

CONDITIONS AND EFFECT OF THE PROPOSAL

The proposed adoption of the Chinese Name is subject to (i) the passing of a special resolution by the Shareholders at the forthcoming annual general meeting of the Company ("AGM") to approve such adoption; and (ii) the approval by the Registrar of Companies of the Cayman Islands in respect of the adoption of Chinese Name having been obtained.

* For identification purposes only

If the adoption of the Chinese Name becomes unconditional and effective under the laws of the Cayman Islands, the Registrar of Companies in the Cayman Islands will issue a Certificate of Incorporation on Adoption of Name with inclusion of the Chinese Name as part of the official name of the Company. The Chinese Name will be the Company's dual foreign name for the purposes of the laws of the Cayman Islands. Thereafter, the Company will comply with the necessary filing procedures in Hong Kong.

The proposed adoption of the formal Chinese Name of the Company will not affect any rights of the Shareholders. All existing share certificates of the Company in issue will, after the proposed adoption of the formal Chinese Name becomes effective, continue to be evidence of legal title to such shares. The existing share certificates of the Company in issue will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for exchange of the existing share certificates for new certificates bearing the Chinese Name.

GENERAL

The Company expects to convene the AGM on Thursday, 22 August 2013. Votes casted on the special resolution to approve the adoption of the Chinese Name will be taken by poll. A circular and a notice convening the AGM containing, among other things, the special resolution approving the adoption of Chinese Name will be despatched to the Shareholders as soon as practicable.

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

Hong Kong, 20 June 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