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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)**

## **Clarification Announcement**

The Company issues this announcement to make clarifications as to various untrue statements and allegations made in an article published by a local magazine.

The board of directors (“Board”) of Sa Sa International Holdings Limited (“Company”) noted the false, illogical and absurd report and allegations in the form of misleading content and photos by Next Magazine in its Issue No. 1247, its website and through the mobile application against Sa Sa International, the Company hereby proclaims the below statement for clarification.

Sa Sa International has strict and clear company policies and procedures (“P&P”) in place for cosmetics retailing. All cosmetics products with usage period of less than six months, as well as health food and medicine products with less than one month of usage period must be removed from shelves. As such, store supervisors and staff have no incentives for such wrongful behavior. Therefore, the false accusation by Next Magazine is illogical and absurd.

The Company sells cosmetics products with usage period of less than six months at discounted prices in its outlet stores. Usage periods on such relevant products are traced by different labeling. The Company declares it does not and will not sell any expired products, and does not and will not use expired products for gift premium purposes.

According to the Company’s P&P, any amendment of any product information by staff across the board is strictly prohibited. All staff must diligently act in accordance to such P&P. As for the individual products mentioned in the coverage story by which the respective expiration dates may have been intentionally removed, the Company reserves all rights to pursue legal action. Sa Sa International will not allow any behavior that is detrimental to consumers’ rights.

Since its establishment, Sa Sa International has been upholding its customer-centric principle and service standards. The Company has set the highest industry benchmarks based on its disciplined manners and requires all staff to strictly adhere. As a pledge to customers, the Company implements rigorous systems and measures to ensure product quality. Sa Sa International offers a 30-day product refund guarantee policy which states that customers can request in a Sa Sa shop to return a product or full refund for any reason with the presentation of a valid shopping receipt and the relevant product.

Proven by the many accolades received over the years, Sa Sa International's service quality is highly regarded in the industry and by consumers. The Company expresses strong indignation against the false accusations by Next Magazine which may have or has caused serious damage to its corporate image. The Company is in pursuit of legal acts to protect its lawful rights.

**Shareholders and public investors of the Company are reminded to exercise caution when dealing in the securities of the Company.**

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

Hong Kong, 27 January 2014

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)

Dr 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, *GBM, JP*

Ms KI Man Fung Leonie, *SBS, JP*

Mr TAN Wee Seng