



SA SA INTERNATIONAL HOLDINGS LIMITED

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

Executive Directors

Dr KWOK Siu Ming Simon, *JP*
(Chairman and chief executive officer)
Dr KWOK LAW Kwai Chun Eleanor, *BBS* (Vice-chairman)
Mr LOOK Guy (Chief financial officer)

Non-executive Directors

Mrs LEE LOOK Ngan Kwan Christina
Mr TAN Wee Seng

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*

Registered office

P.O. Box 309GT
Ugland House
South Church Street
George Town
Grand Cayman
Cayman Islands

Principal place of business in Hong Kong

14th Floor, Block B
MP Industrial Centre
18 Ka Yip Street
Chai Wan
Hong Kong

30 June 2011

Dear Shareholders,

Letter to new registered shareholders - Election of Means of Receipt and Language of Corporate Communications¹

Pursuant to Rules 2.07A and 2.07B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, we are writing to ascertain how you wish to receive Corporate Communications of the Company in the future.

You may choose:

- (1) to read the Corporate Communications published on the Company's website at www.sasa.com ("Website Version") in place of receiving printed copies; or
- (2) to receive a printed English version of the Corporate Communications only; or
- (3) to receive a printed Chinese version of the Corporate Communications only; or
- (4) to receive both the printed English and Chinese versions of the Corporate Communications.

In order to increase efficiency in communicating with shareholders and to help protect the environment and for the purpose of saving printing and mailing costs, the Company recommends that you select the Website Version. To make your election, please complete and return the enclosed Reply Form by post or by hand to Tricor Abacus Limited ("Tricor"), the Company's branch share registrar and transfer office in Hong Kong. Tricor's address is 26/F, Tesbury Centre, 28 Queen's Road East, Hong Kong. If you post the Reply Form in Hong Kong, you may use the mailing label provided and need not affix any stamps. Otherwise, please affix an appropriate stamp.

If the Company does not receive the Reply Form or a response indicating your objection within 28 days beginning from the date of this letter, i.e. by 27 July 2011, and until you inform the Company c/o Tricor by reasonable prior notice in writing, you will be deemed to have consented to electing the Website Version in place of receiving printed copies, and only a notification of the publication of the Corporate Communications on the Company's website will be sent to you by e-mail, or if no e-mail address is provided on the Reply Form, by post to you at your address as appearing in the Company's register of members maintained by Tricor.

If you have previously completed and returned to us a valid Instruction Slip or Request Form, we will continue to act on your previous instruction/request unless and until you advise us in writing that you wish to change the means of receipt or the language of the Corporate Communications.

You have the right at any time by reasonable notice in writing to the Company c/o Tricor to change the choice as to the means of receipt (i.e. in printed form or by electronic means through the Company's website) and the language of the Corporate Communications. Even if you have chosen (or are deemed to have consented) to receive all future Corporate Communications using electronic means but for any reason have difficulty in receiving or gaining access to the Corporate Communications, the Company will promptly upon your request send the Corporate Communications in printed form to you free-of-charge.

Finally, please note that (a) printed copies of both the English and Chinese versions of all future Corporate Communications will be available from the Company or Tricor on request; and (b) the same will also be available on the Company's website at www.sasa.com and the website of Hong Kong Exchanges and Clearing Limited at www.hkexnews.hk.

Should you have any enquiries relating to this letter, please contact Tricor's Customer Service Hotline at (852) 2980 1333 between 9:00 a.m. and 5:00 p.m., Monday to Friday (excluding Hong Kong public holidays).

Yours faithfully,
For and on behalf of
Sa Sa International Holdings Limited
Simmy Mak
Company Secretary

¹ Corporate Communications refer to any document issued or to be issued by the Company for the information or action of holders of securities of the Company, including but not limited to annual and interim report, notice of meeting, circular and proxy form.