



making life beautiful

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 Non-Registered Shareholders,

Letter to non-registered shareholders¹ – Notification of Publication of Corporation Communications² and Change of Means of Receipt and Language of Future Corporation Communications

We hereby notify you that the following Corporate Communications of the Company (the "Current Corporate Communications") are now available on the Company's website at www.sasa.com and the Hong Kong Exchanges and Clearing Limited's website at www.hkexnews.hk:

- (i) 2010/2011 Annual Report;
- (ii) circular dated 30 June 2011;
- (iii) notice of annual general meeting; and
- (iv) proxy form.

You may now access the Current Corporate Communications on the above websites.

If you wish to receive a printed copy of the Current Corporate Communications and the Company's future Corporate Communications, you can complete the enclosed Request Form and return it to Tricor Abacus Limited ("Tricor"), the Company's branch share registrar and transfer office in Hong Kong (Address: 26/F, Tesbury Centre, 28 Queen's Road East, Hong Kong) by post using the mailing label provided. The printed copy of the Current Corporate Communications will be sent to you free of charge upon receipt of your request. The Request Form may also be downloaded from the Company's website at www.sasa.com.

Please note that by completing and returning the Request Form to request for the printed copy of the Current Corporate Communications, you will be taken to have expressly indicated that you prefer to receive all future Corporate Communications of the Company in printed form. You are entitled at any time by reasonable notice in writing to Tricor to change your means of receiving Corporate Communications.

Should you have any queries relating to this notification, please contact Tricor's Customer Service Hotline at (852) 2980 1333 between 9:00 a.m. to 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 Non-Registered Shareholder means such person or company whose shares in the Company are held in the Central Clearing and Settlement System and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited that he/she/it wishes to receive Corporate Communications.

2 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.