



SA SA INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 178)

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

Mrs LEE LOOK Ngan Kwan Christina

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*
Mr TAN Wee Seng

Registered office

P.O. Box 309
Ugland House
Grand Cayman KY1-1104
Cayman Islands

Principal place of business in Hong Kong

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

10 July 2012

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 (which is also published on the Hong Kong Exchanges and Clearing Limited ("HKEx")'s website at www.hkexnews.hk) ("Electronic Version") in place of receiving printed version;
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.

As an environment-conscious corporate citizen, the Company encourages its shareholders to access the Corporate Communications via the Company's or HKEx's websites. The Company's website presents a user-friendly interface in English and Chinese, and all Corporate Communications are easily accessible in the "Investor Relations" section under "Corporate Information" following their releases. To make your election, please complete the enclosed Reply Form and return it to Tricor Abacus Limited ("Tricor"), the Company's branch share registrar and transfer office in Hong Kong. The Reply Form may be returned by hand or by post to 26/F, Tesbury Centre, 28 Queen's Road East, Hong Kong using the mailing label provided. If you are posting it in Hong Kong, no stamp is required. Please affix an appropriate stamp if you are posting it outside Hong Kong. The Reply Form may also be returned by email to sasa-ecom@hk.tricorglobal.com. The Reply Form may also be downloaded from the Company's and HKEx's websites.

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 8 August 2012, and until you inform the Company by reasonable written notice by writing to Tricor, you will be deemed to have consented to electing the Electronic Version in place of receiving printed version, and only a notification of the publication of the Corporate Communications on the Company's and HKEx's websites 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 the address as appearing in the Company's register of members maintained by Tricor.

If you have previously completed and returned to Tricor 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 are entitled to change your choice of means of receipt (i.e. in printed version or Electronic Version) or language of the Corporate Communications at any time by giving reasonable notice in writing to the Company. Please write to Tricor at the address stated above. If you have elected (or are deemed to have consented) to receive Electronic Version of all future Corporate Communications but have difficulty in receiving or gaining access to the same through the above means for any reason, we will promptly upon receiving your request send the printed version of the Corporate Communications to you free of charge.

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

Should you have any enquiries relating to this letter, please call 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 any securities of the Company, including but not limited to annual and interim report, notice of meeting, listing document, circular and proxy form.