



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)

17 July 2015

Dear Shareholders,

**Letter to New Registered Shareholders
– Election of Means of Receipt and Language of Corporate Communications**

Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the articles of association of Sa Sa International Holdings Limited (“**Company**”), the Company writes to ascertain how you wish to receive future Corporate Communications^(Note) of the Company, either (i) in printed form, in English and/or Chinese (“**Printed Version**”); or (ii) by electronic means through the Company’s website (<http://corp.sasa.com>) or Hong Kong Exchanges and Clearing Limited (“**HKEx**”)’s website (<http://www.hkexnews.hk>) (“**Electronic Version**”).

As an environment-conscious corporate citizen, the Company encourages its shareholders to access the Corporate Communications via the Company’s or HKEx’s websites. To make your election, please complete, sign and return the attached Reply Form to Tricor Abacus Limited (“**Tricor**”), the Company’s branch share registrar and transfer office in Hong Kong, by using the mailing label at the bottom of the Reply Form (no postage stamp is required if posted in Hong Kong; otherwise, please affix appropriate stamps), or by delivering it to Level 22, Hopewell Centre, 183 Queen’s Road East, Hong Kong. The scanned copy of the duly completed and signed Reply Form may also be returned to Tricor by email at sasa-ecom@hk.tricorglobal.com. The Reply Form may be downloaded from the Company’s and HKEx’s websites.

If the Company does not receive the duly completed and signed Reply Form or a response indicating your objection to access the Corporate Communications by electronic means through the Company’s website by 16 August 2015, you are deemed to have elected the Electronic Version instead of the 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 post at the address as appearing in the Company’s register of members maintained by Tricor.

You may at any time change your means of receipt and choice of language of Corporate Communications by giving reasonable notice in writing to Tricor at the address stated above. Even if you have elected (or are deemed to have elected) the Electronic Version but for any reason have difficulty in accessing the relevant Corporate Communications electronically, we will promptly upon receiving your request send the Printed Version of the requested document(s) to you free of charge.

Please note that printed copies of both the English and Chinese versions of all future Corporate Communications will be available from Tricor on request; and both versions are also available on the Company’s and HKEx’s websites.

Should you have any queries relating to this letter, please call 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,
MAK Sum Wun Simmy
Company Secretary

Note: 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.

Reply Form

To: **Sa Sa International Holdings Limited**
c/o Tricor Abacus Limited
Level 22, Hopewell Centre
183 Queen's Road East, Hong Kong

Election of means of receipt and language of future Corporate Communications^(Note 1)
(Please tick (✓) **ONLY ONE** box)

I/We would like to receive all future Corporate Communications of the Company as indicated below:

- by **electronic means** through the Company's website (<http://corp.sasa.com>) (instead of in printed copies) with an email notification to my/our email address at _____ (if any) or a notification letter mailed to my/our address whenever there is any publication of Corporate Communications on the Company's website; **OR**
- in **printed English version ONLY; OR**
- in **printed Chinese version ONLY; OR**
- in **BOTH the printed English and Chinese versions.**

Name(s) of Shareholder(s)[#]: _____
(Please use ENGLISH CAPITAL LETTERS)

Signature(s): _____

Contact telephone number: _____

Date: _____

[#] You are requested to fill in the names(s) if you download this reply form from the Company's website.

Notes:

1. Corporate Communications refer to any document issued or to be issued by the Company for 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.
2. If the Company does not receive your reply form or receives no response indicating your objection by 16 August 2015, you are deemed to have elected to access the Corporate Communications by electronic means through the Company's website instead of receiving the printed copies, and we will send you a letter by post notifying you of the publication of the relevant Corporate Communications on the Company's website in future.
3. Please complete this reply form clearly. Any reply form with no box ticked (✓), with no signature or otherwise incorrectly completed will be void.
4. If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this reply form in order for it to be valid.
5. The above instruction will apply to all future Corporate Communications to be sent to you until you notify the Company otherwise by reasonable notice in writing to Tricor Abacus Limited ("Tricor"), the Company's branch share registrar and transfer office in Hong Kong (by post to Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong or by email to sasa-ecom@hk.tricorglobal.com).
6. For the avoidance of doubt, we do not accept any special instructions written on this reply form.

PERSONAL INFORMATION COLLECTION STATEMENT

"Personal Data" in these statements has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO").

Your supply of Personal Data to the Company is on a voluntary basis. Failure to provide sufficient information, the Company may not be able to process your instructions and/or requests as stated above.

The Personal Data provided in this form may be used in connection with processing your request for changing your means of receipt or choices of language of all future Corporate Communications. Your Personal Data may be disclosed or transferred by the Company to its subsidiaries, its share registrar, and/or other companies or bodies who are authorised by law to request the information for any of the stated purposes, and retained for such period as may be necessary for our verification and record purposes.

You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing to the Privacy Compliance Officer of Tricor at the address stated above.

(Please cut along the dotted line)



Please cut this mailing label and stick on an envelope to return the Reply Form to us.
No postage stamp is required for local mailing

Mailing Label

Tricor Abacus Limited
Freepost No. : 37
Hong Kong