

[For Immediate Release]



Sa Sa Announces Unaudited Sales Update for The First Quarter (Apr – Jun) FY2009/10

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Unaudited First Quarter (Apr – Jun 2009) Sales Performance Highlights

Group - Retail & Wholesale

	3 months ended 30 Jun 2009
Group turnover (YoY % change)	+6.6%

HK & Macau - Retail

	3 months ended 30 Jun 2009
Retail sales growth (YoY % change)	+3.2%
Same store sales growth (YoY % change)	+1.6%
Average sales per transaction (HK\$)	235 (-4.4%)
Total no. of transactions (million)	2.63 (+7.9%)

(9 July 2009 – HONG KONG) – Sa Sa International Holdings Limited ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, announced today the unaudited 2009/10 first quarter sales update of the Group for the three months ended 30 June 2009.

For the three months ended 30 June 2009, the Group's retail and wholesale business achieved a year-on-year increase in turnover of 6.6%. Retail sales growth in Hong Kong and Macau rose by 3.2%, with a growth in same store sales by 1.6%. The sales growth was driven by a 7.9% increase in the number of transactions. The markets other than Hong Kong and Macau saw a year-on-year growth of 25.5% in retail turnover.

The Group added 6 retail outlets to its network in the first quarter, including 3 stores in the Hong Kong and Macau market. The Group's retail network has 156 stores and counters as at 30 June 2009.

Number of Outlets (Stores/Counters) by Market

	As at 30 Jun 2009	As at 31 Mar 2009
Hong Kong & Macau	67 [*]	64 [*]
Mainland China	34 [#]	33 ^{##}
Taiwan	14 [^]	13
Singapore	14	14
Malaysia	27	26
Total	156	150

* Include a La Colline store and an Elizabeth Arden counter

Include 12 Sasa stores and 22 Suisse Programme counters

Include 10 Sasa stores and 23 Suisse Programme counters

^ Include a Suisse Programme counter

Commenting on the Group's performance for the first quarter, Mr. Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "With the proactive adjustment to our product portfolio, impact of the global financial turmoil on Sa Sa is relatively less severe than expected. However, our sales in May and June were clearly affected by the outbreak of the H1N1 swine flu. In view of the uncertainties, the Group will closely monitor the market situation, leverage on our competitive strengths and adopt a series of proactive measures to enhance our cost effectiveness and efficiency. Also, we will broaden our customer base by increasing our penetration in the domestic market and by attracting customers across different market sectors. In the meantime, we will continue to strengthen our own-brand and exclusive product portfolio, and introduce more new and trendy exclusive products, which will help enhance the Group's sales growth and profitability. As the H1N1 swine flu pandemic becomes less of a public concern, we expect that the tourist inflow will gradually resume its growth and in turn boost the retail market. The Group will devote all its strength to weather future challenges and remains confident of our retail business in the long run."

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About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. Its over 150 stores and counters in Asia sell more than 400 brands of skin care, fragrance, make-up and hair care products including its own-brands and other exclusive international brands. Over 1,300 well-trained beauty consultants are employed to provide professional services to its customers.

Sa Sa runs the largest cosmetics specialty store chain in Asia Pacific region, as ranked by Retail Asia magazine, KPMG and Euromonitor in 2008. As one of the major sole agents in cosmetics in Hong Kong, Sa Sa also represents more than 100 international beauty brands in Asia. Sa Sa prospers on its successful and proven "one-stop cosmetics specialty store" concept which aims to provide customers with the widest range of quality products. Its e-commerce arm, Sasa.com, provides online shopping service to customers as well as a strong marketing tool for the Group. Sa Sa, established in 1978, was listed on The Stock Exchange of Hong Kong since June 1997.

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