

[For Immediate Release]



Sa Sa Announces Unaudited Operational Update for the Third Quarter ended 31 December 2009

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Hong Kong and Macau Market Recorded Retail Sales Growth of 12.9% in the Third Quarter

Unaudited Operational Highlights for the Third Quarter

Group - Retail & Wholesale

	3 months ended 31 Dec 2009	9 months ended 31 Dec 2009
Group turnover (YoY % change)	+15.0%	+10.9%

HK & Macau - Retail

	3 months ended 31 Dec 2009	9 months ended 31 Dec 2009
Retail sales growth (YoY % change)	+12.9%	+8.2%
Same store sales growth (YoY % change)	+8.7%	+5.0%
Average sales per transaction (HK\$)	301 (+4.7%)	264 (+0.4%)
Total no. of transactions (million)	3.2 (+7.8%)	8.8 (+7.8%)

(11 January 2010 – HONG KONG) – Sa Sa International Holdings Limited ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, announced today its unaudited third quarter operational update for the three months ended 31 December 2009.

For the three months ended 31 December 2009, the Group's retail and wholesale business achieved a year-on-year increase in turnover of 15.0%. Retail sales growth in Hong Kong and Macau rose by 12.9%, with an increase in same store sales of 8.7%. The sales growth was driven by a 7.8% increase in the number of transactions as well as the increasing number of Mainland visitors and improved consumption sentiment. Markets other than Hong Kong and Macau saw a year-on-year growth of 29.1% in retail sales.

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The Group added nine retail outlets (net increase) to its network in the third quarter, including two stores in Hong Kong and Macau, as well as three stores and two counters in Mainland China. Our retail network expanded to 168 outlets as at 31 December 2009.

Number of Outlets (Stores/Counters) by Market

	As at 31 Dec 2009	As at 30 Sep 2009
Hong Kong & Macau	73*	71*
Mainland China	35 [#]	30 ^{##}
Malaysia	28	28
Singapore	17	15
Taiwan	15 [^]	15 [^]
Total	168	159

* Include one La Colline store and one Elizabeth Arden counter

Include 16 Sasa stores and 19 Suisse Programme counters

Include 13 Sasa stores and 17 Suisse Programme counters

^ Include one Suisse Programme counter

Commenting on the Group's performance, Dr Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "Thanks to the positive consumption sentiment during the third quarter including the Christmas period, the sales performance of the Group was up to our expectation. The Hong Kong and Macau market saw a double digit growth during the period. Capitalizing on our strong brand equity and extensive store network, we will continue to diversify our product portfolio and foster a broader and balanced customer base for the Group. We will further strengthen our overall operation and management efficiency, so as to enhance our performance and optimize shareholder returns."

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About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. Its over 160 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 2009. 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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