



## Sa Sa Announces Unaudited Operations Update for The First Quarter (April to June) FY2010/11

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### Unaudited First Quarter (April to June 2010) Operations Performance Highlights

#### Group - Retail & Wholesale

	<b>Three months ended 30 June 2010</b> (YoY % change)
Group turnover	+20.2%

#### HK & Macau

	<b>Three months ended 30 June 2010</b> (YoY % change)
Retail & wholesale sales growth	+18.3%
Same store sales growth	+11.3%
Average sales per transaction	HK\$264 (+12.6%)
Total no. of transactions	2.8 million (+4.6%)

(9 July 2010 – 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 2010/11 first quarter operations update of the Group for the three months ended 30 June 2010.

For the three months ended 30 June 2010, the Group's retail and wholesale business achieved a year-on-year increase in turnover of 20.2%. Retail and wholesale sales growth in Hong Kong and Macau rose by 18.3%, with same store sales growth of 11.3%. During the period, the average sales per transaction increased by 12.6% and the number of transactions increased by 4.6%. The markets other than Hong Kong and Macau saw a year-on-year growth of 27.2% in retail and wholesale turnover.

The Group added seven retail outlets to its network in the first quarter, including two stores in the Hong Kong and Macau market. The Group's retail network has 180 stores and counters as at 30 June 2010.

#### Number of Outlets (Stores/Counters) by Market

	<b>As at 30 June 2010</b>	<b>As at 31 March 2010</b>
Hong Kong & Macau	75 <sup>1</sup>	73 <sup>1</sup>
Mainland China	38 <sup>3</sup>	35 <sup>2</sup>
Malaysia	32	30
Singapore	18	18
Taiwan	17 <sup>4</sup>	17 <sup>4</sup>
<b>Total</b>	<b>180</b>	<b>173</b>

<sup>1</sup> Include one La Colline and one Suisse Programme specialty stores, and one Elizabeth Arden counter

<sup>2</sup> Include 17 Sasa stores and 18 Suisse Programme counters

<sup>3</sup> Include 18 Sasa stores and 20 Suisse Programme counters

<sup>4</sup> Include two Suisse Programme counters

Commenting on the Group's performance for the first quarter, Dr Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "With positive consumer sentiment during the first quarter, the Group's operations performance was in line with our expectation with double-digit sales growth recorded in Hong Kong and Macau market. Sa Sa will continue to expand in Hong Kong and Macau market by driving a more balanced presence in both residential districts and tourist areas. We also target to increase the gross profit margin by enhancing our product mix. The Group remains cautiously optimistic on the outlook for this financial year. It will continue its diversification strategies in various aspects, namely markets, product portfolio, distribution and customers, driving the expansion in Mainland China, Hong Kong and Macau, and other markets to enhance the Group's performance and generate more fruitful returns for its shareholders."

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#### **About Sa Sa International Holdings Limited**

Sa Sa is a leading cosmetics retailing group in Asia. Its 180 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 1,400 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. The Group is also the Best Mid-Cap company in Hong Kong ranked by FinanceAsia in 2010. 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.

For further information, please visit [www.sasa.com](http://www.sasa.com) or contact:

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