



## Sa Sa Announces Unaudited Operations Update for The First Quarter (April to June) FY2011/12

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### Unaudited First Quarter (April to June 2011) Operations Performance Highlights

#### Group - Retail & Wholesale

	<i>Three months ended 30 June 2011 (YoY % change)</i>
Group turnover	+34.6%

#### HK & Macau

	<i>Three months ended 30 June 2011 (YoY % change)</i>
Retail & wholesale sales growth	+38.6%
Same store sales growth	+26.3%
Average sales per transaction	HK\$305 (+15.3%)
Total no. of transactions	3.3 million (+19.7%)

(13 July 2011 – 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 2011/12 first quarter operations update of the Group for the three months ended 30 June 2011.

For the three months ended 30 June 2011, the Group's retail and wholesale business achieved a year-on-year increase in turnover of 34.6%. Retail and wholesale sales growth in Hong Kong and Macau rose by 38.6%, with same store sales growth of 26.3%. During the period, the average sales per transaction increased by 15.3% and the number of transactions increased by 19.7%. Other markets (comprising Mainland China, Singapore, Malaysia, Taiwan and sasa.com) saw a year-on-year growth of 21.4% in retail and wholesale turnover.

The Group added 11 retail outlets to its network in the first quarter, including 2 stores in the Hong Kong and Macau market. The Group's retail network comprises 216 stores and counters as at 30 June 2011.

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

	<i>As at 30 June 2011</i>	<i>As at 31 March 2011</i>
Hong Kong & Macau	82 <sup>▲</sup>	80*
Mainland China	52	47
Singapore	21	20
Malaysia	38	38
Taiwan	23	20
<b>Total</b>	<b>216</b>	<b>205</b>

<sup>▲</sup> Including 3 clearance outlets

\* Including 5 clearance outlets

Commenting on the Group's performance for the first quarter, Dr. Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "Boosted by the booming consumer sentiment, a strong Renminbi, rising inbound tourism and enriched product portfolio, the Group's sales performance was robust during the first quarter, with both the number of transactions and average value per transaction achieving healthy growth. The Group successfully attracted more local consumers and tourists, driving balanced growth in both domestic and tourist sectors. We remain cautiously optimistic towards the outlook of this fiscal year. Leveraging our strong brand recognition, expanding store network and our core strengths, we will continue to increase the penetration and market share in all of our markets. The Group will continue to optimize its product portfolio and enhance operational efficiency so as to generate sustainable returns for our shareholders."

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

Sa Sa is a leading cosmetics retailing group in Asia. Its over 200 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 2,800 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 2010. The Group is also the Best Managed Medium Cap company in Hong Kong ranked by AsiaMoney magazine 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:

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

Macy Leung/ Queenie Mak

Tel: 2975 3601/ 2975 3602

Fax: 2898 9717

E-mail: [macy\\_leung@sasa.com](mailto:macy_leung@sasa.com)/ [queenie\\_mak@sasa.com](mailto:queenie_mak@sasa.com)

#### **iPR Ogilvy Ltd.**

Callis Lau/ Janette Lo/ Jenny Yung/ Janis Lai

Tel: 2136 6952/ 3920 7647/ 3920 7634/ 2169 0646

Fax: 3170 6606

E-mail: [callis.lau@iprogilvy.com](mailto:callis.lau@iprogilvy.com)/ [janette.lo@iprogilvy.com](mailto:janette.lo@iprogilvy.com)/ [jenny.yung@iprogilvy.com](mailto:jenny.yung@iprogilvy.com)/  
[janis.lai@iprogilvy.com](mailto:janis.lai@iprogilvy.com)