

**[For Immediate Release]**



**Sa Sa Recorded Double-digit Growth in  
Retail Sales in Hong Kong and Macau  
For the First Week of Chinese New Year 2012**

(31 January 2012 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, announced today the sales performance of its retail business in Hong Kong and Macau for the first week of Chinese New Year 2012.

The retail sales in Hong Kong and Macau for the first week of Chinese New Year (from 23 January to 29 January) achieved a year-on-year growth of 17%, with same store sales ("SSS") growth rate increased by 12%, as compared with that of the corresponding period last year (from 3 February to 9 February 2011). If the accounting adjustments in respect of the bonus points system (see Note 1) were taken into consideration, the growth of the Group's retail sales in Hong Kong and Macau would be 15% while SSS growth rate would be 9%, as compared with that of the corresponding period last year. Both the number of transactions and the average value per transaction recorded growth for the period.

Commenting on the Group's performance, Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group, said, "The Group recorded a double-digit growth in the retail sales in Hong Kong and Macau during the Chinese New Year, which was slightly below our expectations. The implementation of Individual Visit Scheme and the continuous development of infrastructure and transportation network between Hong Kong and the Mainland China have made travelling to Hong Kong more convenient. Hence, the number of inbound Mainland visitors surged in recent years. Many Mainland visitors now come to Hong Kong on a more spread-out and even basis, and not necessarily concentrated in the conventional high seasons. Looking ahead, the Group remains cautiously optimistic on the retail sector in Hong Kong and Macau. Riding on our brand recognition and store network, we will strive to enrich product offerings and strengthen marketing efforts so as to continue to cement our position as the leading cosmetics retailer in Asia."

*Note 1: Adjustments according to Hong Kong International Financial Reporting Interpretation Committee - Interpretation 13 on the bonus points system*

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

Sa Sa is a leading cosmetics retailing group in Asia. Its over 240 stores and counters in Asia sell more than 600 brands of skin care, fragrance, make-up and hair care products including its own-brands and other exclusive international brands. Over 2,000 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 2011. The Group is also the Medium-Cap Corporate of the Year in Hong Kong ranked by Asiamoney Magazine in 2011. 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](http://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 and has become a constituent member of the “Hang Seng Corporate Sustainability Benchmark Index” since September 2011.

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

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

Tiffany Cheung/ Queenie Mak

Tel: 2975 3601/ 2975 3602

Fax: 2595 0797

E-mail: [tiffany\\_cheung@sasa.com](mailto:tiffany_cheung@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/ 3920 7646

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)