

[For Immediate Release]



Sa Sa opens new store in Dalian

China store network expansion creates win-win situation

(9 March 2012 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, is pleased to announce the official store opening of its first "Sasa" store in Dalian, Liaoning Province.

Located at the Peace Plaza on No. 707 Gorky Street in Shahekou District of Dalian with over 200 sq. m. in floor area, Sa Sa's new Dalian store is meticulously designed in line with Sa Sa's image across the Asia-Pacific region. In-store products are displayed according to product functions, divided into four categories and six zones (including cosmetics, fragrances, skin care, men's skin care, hair care, and health food). Beauty consultants provide on-site personalized make-up solutions and services to create a comfortable and professional one-stop shopping experience for customers. Currently, Sa Sa sells approximately 9,000 products of 300 brands, encompassing almost all product categories of skin care, cosmetics, fragrances and beauty.

Commenting on the grand opening of the Dalian store, Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group, said, "Sa Sa adopts a localization strategy by understanding the consumer pattern and diversified needs of the local market, and adjusts our product portfolio in order to steadily provide trendy and quality products to our customers. With our new Dalian store, we wish Sa Sa will become a household beauty brand in the city. Looking ahead, the priority of the Group in Mainland China is to step up expansion efforts with emphasis on geographical expansion of operational units. Sa Sa will focus more on existing cities with "Sasa" stores to further improve the efficiency of operational management. Furthermore, we would like to cooperate with more beauty brands and landlords for the Group's continuous development in Mainland China."

As at 29 February 2012, there were 48 "Sasa" stores in 22 cities including Beijing, Shanghai, Wuhan, Suzhou, Tianjin, Yichang, Shaoxing, Ningbo and Qingdao. The Group also had 21 beauty counters under the Suisse Programme brand in 10 cities.

– End –

About Sa Sa International Holdings Limited:

Sa Sa is a leading cosmetics retailing group in Asia. The Group operates approximately 250 stores and counters in Asia that sell more than 600 brands of skin care, fragrance, make-up and hair care products including its own-brands and other exclusive international brands. Almost 1,700 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 named the Medium-Cap Corporate of the Year in Hong Kong by *Asiamoney Magazine* in its poll of Best Managed Companies 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, 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 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/ 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/ janette.lo@iprogilvy.com/
jenny.yung@iprogilvy.com/ janis.lai@iprogilvy.com