

[For Immediate Release]



Sa Sa Retail Sales in Hong Kong & Macau

Increased by Approximately 15% during Labour Day Holiday

(3 May 2012 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, announced the sales performance of its retail business in Hong Kong and Macau during the Labour Day Holiday from 29 April to 1 May, 2012.

The total sales of Sa Sa's retail business in Hong Kong and Macau rose by approximately 15% during the 3-day Labour Day Holiday as compared to last year (namely 30 April to 2 May, 2011). The growth would be approximately 12% if the accounting adjustments in respect of the bonus points system (see Note 1) were taken into consideration.

Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group, said, "As the Labour Day Holiday in Mainland China has been shortened and more Mainland tourists are now opting to spread out their visits to Hong Kong, the impact of the Golden Week has become less prominent. The Group recorded a growth of approximately 15% in the total sales of its retail business in Hong Kong and Macau during the 3-day Labour Day Holiday, which is in line with the Group's expectation. As a Hong Kong brand popular amongst Mainland visitors, Sa Sa will continue to enrich its product offerings and enhance its service level so as to cement the Group's leading position in Asia."

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

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.

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