

[For Immediate Release]



Sa Sa Announces Grand Opening of Largest Flagship Store in Asia

Fully Cater to Customer Needs via One-stop Shopping Experience

(7 August 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 its flagship store located in the Jordan district has officially opened.

The Sa Sa flagship store is located at the G03 shop at 348 Nathan Road, Jordan, Kowloon; and is situated within one of Hong Kong's busiest shopping districts. Occupying two levels, the new store boasts a prime location and a comprehensive transportation network, making it easily accessible from all parts of Hong Kong. Moreover, shopping mall complexes and tourist attractions are only a stone's throw away, so that customers can stop over in the store whether they are on a shopping spree or sightseeing. The flagship store's gross floor area is around 12,000 square feet, thus making it the largest Sa Sa store in Asia. The store is meticulously designed in line with Sa Sa's upmarket image with great attention to detail, blending style with exquisite taste. Even the store's lighting system shows care for the environment – through the use of eco-friendly LED lights and G5 fluorescent tubes.

The spacious store offers a wide selection of the latest and most sought-after trendy beauty products in skincare, fragrances, hair and body care and other beauty-related product categories. Make-up studios are set up throughout the store, allowing customers to experience the magic of different make-up tools. Beauty or cosmetics workshops are designed in a multi-purpose area to provide the newest trends and tips on beauty and cosmetics. Customers can take a break from the shopping process or choose products in a roomy and comfortable resting area. The store is also equipped with shopping carts and restrooms, to fully cater to the needs of customers and to provide a more attentive, pleasant, professional and extraordinary one-stop shopping experience. The Group wishes to bring the best products and services to its customers at this largest flagship store. Sa Sa strives to integrate the brand into the everyday life of local beauty-conscious consumers and tourists.

As at 31 July 2012, the Group's retail network had a total of 254 stores in Asia, including 237 stores and 17 single-brand counters and stores.

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The flagship store close to 12,000 square feet offers a spacious shopping environment. It is designed meticulously to showcase high-quality beauty products sourced from around the world, creating an unparalleled shopping experience.



The flagship store boasts a prime location supported by a comprehensive transportation network, making it easily accessible from all parts of Hong Kong.



The product display area is at a prominent spot within the store, showcasing the newest products for our customers and encouraging them to try out new products.



The area designated for cosmetics serves as a professional make-up artist's workshop, with all sorts of latest shades and colors available for mix and match.



The largest makeup station is set up within the cosmetics area, featuring multiple working stations for customers to experience magical transformation with our vast array of beauty products.



Professional skincare brands from around the world are on display in the skincare area, providing a wide array of popular choices for customers.



The multi-purpose area showcases new conceptual design that is unique, practical and also spacious where various workshops can be held.



A spacious resting corner is thoughtfully included to facilitate customers to choose their products in a cozy corner, or simply to take a break.

Jordan Store Details:	
Address	G/F & 1/F, G03 Shop, 348 Nathan Road, Jordan, Kowloon
Store Area	Approximately 12,000 square feet
Business Hours	Monday to Sunday, 10:00am to 11:00pm
Product Areas	Skincare area, Fragrance area, Cosmetics area, Men's corner, Babies area, Health food area, Hair and body care area, etc.
In-store Facilities and Services	Professional skin analysis Skincare demonstration Professional makeup service by appointment Shopping carts First dedicated male and female restrooms Resting area

About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. The Group operates over 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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