

[For Immediate Release]



**Sa Sa Enters Jinjiang City
With the Opening of Its Third Store in Fujian Province**

***More Support from Local Brand Suppliers and Property Developers
Enhance Competitiveness to Speed Up Mainland Business Development***

(10 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 the official opening of its first "Sasa" store in Jinjiang, Fujian Province, China. Following Xiamen and Fuzhou, Jinjiang is the third city in the province with a "Sasa" store.

Located at Jinjiang's Wanda Plaza, the shopping mall with the highest-ever investment value in the city, the new store covers a floor area of approximately 280 sq. m. in Meiling Sub-district and is meticulously designed in line with Sa Sa's upmarket image in the Asia Pacific region with great attention to details. The store offers 6,000 products from more than 400 brands, categorized and showcased according to consumers' shopping habits and product functions. There are four units and seven zones (cosmetics, fragrance, skincare, men's skincare, body and hair care, health food and beauty accessories, respectively), clearly colour-coded, enabling customers to easily find what they need. The in-store beauty demonstration corner not only allows beauty consultants to coach customers on the application of professional personal care products, but also provides customers with a pleasant and professional one-stop shopping experience.

With the first "Sasa" store in Jinjiang City, Sa Sa will continue to uphold its customer-centric corporate philosophy, which is manifested through the Group's understanding of consumer behavior of the local market, timely adjustment of product portfolio, adoption of market localization strategy and offering of quality and trendy products and services to customers. In an effort to further develop in the Mainland China cosmetics market with substantial potential, Sa Sa will continue to extend its retail network in the region, devote more human resources, further strengthen relations with local suppliers, as well as enhance brand management and competitiveness in procurement. The Group's development in the China market is highly supported by local developers and brand suppliers, beneficial to its long-term development in the region.

– Cont'd –

As at 10 August 2012, there were a total of 50 “Sasa” stores and 15 Suisse Programme single-brand counters across 27 cities in mainland China, including Beijing, Shanghai, Wuhan, Suzhou, Tianjin, Yichang, Dalian, Shaoxing, Ningbo, Qingdao, Xiamen, and Jinjiang.

– End –

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.

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

[For Immediate Release]



**Sa Sa Enters Jinjiang City
With the Opening of Its Third Store in Fujian Province**

***More Support from Local Brand Suppliers and Property Developers
Enhance Competitiveness to Speed Up Mainland Business Development***

(10 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 the official opening of its first "Sasa" store in Jinjiang, Fujian Province, China. Following Xiamen and Fuzhou, Jinjiang is the third city in the province with a "Sasa" store.

Located at Jinjiang's Wanda Plaza, the shopping mall with the highest-ever investment value in the city, the new store covers a floor area of approximately 280 sq. m. in Meiling Sub-district and is meticulously designed in line with Sa Sa's upmarket image in the Asia Pacific region with great attention to details. The store offers 6,000 products from more than 400 brands, categorized and showcased according to consumers' shopping habits and product functions. There are four units and seven zones (cosmetics, fragrance, skincare, men's skincare, body and hair care, health food and beauty accessories, respectively), clearly colour-coded, enabling customers to easily find what they need. The in-store beauty demonstration corner not only allows beauty consultants to coach customers on the application of professional personal care products, but also provides customers with a pleasant and professional one-stop shopping experience.

With the first "Sasa" store in Jinjiang City, Sa Sa will continue to uphold its customer-centric corporate philosophy, which is manifested through the Group's understanding of consumer behavior of the local market, timely adjustment of product portfolio, adoption of market localization strategy and offering of quality and trendy products and services to customers. In an effort to further develop in the Mainland China cosmetics market with substantial potential, Sa Sa will continue to extend its retail network in the region, devote more human resources, further strengthen relations with local suppliers, as well as enhance brand management and competitiveness in procurement. The Group's development in the China market is highly supported by local developers and brand suppliers, beneficial to its long-term development in the region.

– Cont'd –

As at 10 August 2012, there were a total of 50 “Sasa” stores and 15 Suisse Programme single-brand counters across 27 cities in mainland China, including Beijing, Shanghai, Wuhan, Suzhou, Tianjin, Yichang, Dalian, Shaoxing, Ningbo, Qingdao, Xiamen, and Jinjiang.

– End –

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.

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

[For Immediate Release]



**Sa Sa Enters Jinjiang City
With the Opening of Its Third Store in Fujian Province**

***More Support from Local Brand Suppliers and Property Developers
Enhance Competitiveness to Speed Up Mainland Business Development***

(10 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 the official opening of its first "Sasa" store in Jinjiang, Fujian Province, China. Following Xiamen and Fuzhou, Jinjiang is the third city in the province with a "Sasa" store.

Located at Jinjiang's Wanda Plaza, the shopping mall with the highest-ever investment value in the city, the new store covers a floor area of approximately 280 sq. m. in Meiling Sub-district and is meticulously designed in line with Sa Sa's upmarket image in the Asia Pacific region with great attention to details. The store offers 6,000 products from more than 400 brands, categorized and showcased according to consumers' shopping habits and product functions. There are four units and seven zones (cosmetics, fragrance, skincare, men's skincare, body and hair care, health food and beauty accessories, respectively), clearly colour-coded, enabling customers to easily find what they need. The in-store beauty demonstration corner not only allows beauty consultants to coach customers on the application of professional personal care products, but also provides customers with a pleasant and professional one-stop shopping experience.

With the first "Sasa" store in Jinjiang City, Sa Sa will continue to uphold its customer-centric corporate philosophy, which is manifested through the Group's understanding of consumer behavior of the local market, timely adjustment of product portfolio, adoption of market localization strategy and offering of quality and trendy products and services to customers. In an effort to further develop in the Mainland China cosmetics market with substantial potential, Sa Sa will continue to extend its retail network in the region, devote more human resources, further strengthen relations with local suppliers, as well as enhance brand management and competitiveness in procurement. The Group's development in the China market is highly supported by local developers and brand suppliers, beneficial to its long-term development in the region.

– Cont'd –

As at 10 August 2012, there were a total of 50 “Sasa” stores and 15 Suisse Programme single-brand counters across 27 cities in mainland China, including Beijing, Shanghai, Wuhan, Suzhou, Tianjin, Yichang, Dalian, Shaoxing, Ningbo, Qingdao, Xiamen, and Jinjiang.

– End –

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.

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

[For Immediate Release]



**Sa Sa Enters Jinjiang City
With the Opening of Its Third Store in Fujian Province**

***More Support from Local Brand Suppliers and Property Developers
Enhance Competitiveness to Speed Up Mainland Business Development***

(10 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 the official opening of its first "Sasa" store in Jinjiang, Fujian Province, China. Following Xiamen and Fuzhou, Jinjiang is the third city in the province with a "Sasa" store.

Located at Jinjiang's Wanda Plaza, the shopping mall with the highest-ever investment value in the city, the new store covers a floor area of approximately 280 sq. m. in Meiling Sub-district and is meticulously designed in line with Sa Sa's upmarket image in the Asia Pacific region with great attention to details. The store offers 6,000 products from more than 400 brands, categorized and showcased according to consumers' shopping habits and product functions. There are four units and seven zones (cosmetics, fragrance, skincare, men's skincare, body and hair care, health food and beauty accessories, respectively), clearly colour-coded, enabling customers to easily find what they need. The in-store beauty demonstration corner not only allows beauty consultants to coach customers on the application of professional personal care products, but also provides customers with a pleasant and professional one-stop shopping experience.

With the first "Sasa" store in Jinjiang City, Sa Sa will continue to uphold its customer-centric corporate philosophy, which is manifested through the Group's understanding of consumer behavior of the local market, timely adjustment of product portfolio, adoption of market localization strategy and offering of quality and trendy products and services to customers. In an effort to further develop in the Mainland China cosmetics market with substantial potential, Sa Sa will continue to extend its retail network in the region, devote more human resources, further strengthen relations with local suppliers, as well as enhance brand management and competitiveness in procurement. The Group's development in the China market is highly supported by local developers and brand suppliers, beneficial to its long-term development in the region.

– Cont'd –

As at 10 August 2012, there were a total of 50 “Sasa” stores and 15 Suisse Programme single-brand counters across 27 cities in mainland China, including Beijing, Shanghai, Wuhan, Suzhou, Tianjin, Yichang, Dalian, Shaoxing, Ningbo, Qingdao, Xiamen, and Jinjiang.

– End –

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.

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

[For Immediate Release]



**Sa Sa Enters Jinjiang City
With the Opening of Its Third Store in Fujian Province**

***More Support from Local Brand Suppliers and Property Developers
Enhance Competitiveness to Speed Up Mainland Business Development***

(10 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 the official opening of its first "Sasa" store in Jinjiang, Fujian Province, China. Following Xiamen and Fuzhou, Jinjiang is the third city in the province with a "Sasa" store.

Located at Jinjiang's Wanda Plaza, the shopping mall with the highest-ever investment value in the city, the new store covers a floor area of approximately 280 sq. m. in Meiling Sub-district and is meticulously designed in line with Sa Sa's upmarket image in the Asia Pacific region with great attention to details. The store offers 6,000 products from more than 400 brands, categorized and showcased according to consumers' shopping habits and product functions. There are four units and seven zones (cosmetics, fragrance, skincare, men's skincare, body and hair care, health food and beauty accessories, respectively), clearly colour-coded, enabling customers to easily find what they need. The in-store beauty demonstration corner not only allows beauty consultants to coach customers on the application of professional personal care products, but also provides customers with a pleasant and professional one-stop shopping experience.

With the first "Sasa" store in Jinjiang City, Sa Sa will continue to uphold its customer-centric corporate philosophy, which is manifested through the Group's understanding of consumer behavior of the local market, timely adjustment of product portfolio, adoption of market localization strategy and offering of quality and trendy products and services to customers. In an effort to further develop in the Mainland China cosmetics market with substantial potential, Sa Sa will continue to extend its retail network in the region, devote more human resources, further strengthen relations with local suppliers, as well as enhance brand management and competitiveness in procurement. The Group's development in the China market is highly supported by local developers and brand suppliers, beneficial to its long-term development in the region.

– Cont'd –

As at 10 August 2012, there were a total of 50 “Sasa” stores and 15 Suisse Programme single-brand counters across 27 cities in mainland China, including Beijing, Shanghai, Wuhan, Suzhou, Tianjin, Yichang, Dalian, Shaoxing, Ningbo, Qingdao, Xiamen, and Jinjiang.

– End –

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.

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

[For Immediate Release]



**Sa Sa Enters Jinjiang City
With the Opening of Its Third Store in Fujian Province**

***More Support from Local Brand Suppliers and Property Developers
Enhance Competitiveness to Speed Up Mainland Business Development***

(10 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 the official opening of its first "Sasa" store in Jinjiang, Fujian Province, China. Following Xiamen and Fuzhou, Jinjiang is the third city in the province with a "Sasa" store.

Located at Jinjiang's Wanda Plaza, the shopping mall with the highest-ever investment value in the city, the new store covers a floor area of approximately 280 sq. m. in Meiling Sub-district and is meticulously designed in line with Sa Sa's upmarket image in the Asia Pacific region with great attention to details. The store offers 6,000 products from more than 400 brands, categorized and showcased according to consumers' shopping habits and product functions. There are four units and seven zones (cosmetics, fragrance, skincare, men's skincare, body and hair care, health food and beauty accessories, respectively), clearly colour-coded, enabling customers to easily find what they need. The in-store beauty demonstration corner not only allows beauty consultants to coach customers on the application of professional personal care products, but also provides customers with a pleasant and professional one-stop shopping experience.

With the first "Sasa" store in Jinjiang City, Sa Sa will continue to uphold its customer-centric corporate philosophy, which is manifested through the Group's understanding of consumer behavior of the local market, timely adjustment of product portfolio, adoption of market localization strategy and offering of quality and trendy products and services to customers. In an effort to further develop in the Mainland China cosmetics market with substantial potential, Sa Sa will continue to extend its retail network in the region, devote more human resources, further strengthen relations with local suppliers, as well as enhance brand management and competitiveness in procurement. The Group's development in the China market is highly supported by local developers and brand suppliers, beneficial to its long-term development in the region.

– Cont'd –

As at 10 August 2012, there were a total of 50 “Sasa” stores and 15 Suisse Programme single-brand counters across 27 cities in mainland China, including Beijing, Shanghai, Wuhan, Suzhou, Tianjin, Yichang, Dalian, Shaoxing, Ningbo, Qingdao, Xiamen, and Jinjiang.

– End –

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.

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