

[For Immediate Release]



Sa Sa International Holdings Limited Hosts Welcome Reception for Olympian Gold Medalists of the China Team

(26 August 2012 – Hong Kong) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, hosts a welcome reception for gold medalists of the China team in appreciation of their unbeatable efforts and remarkable performance during the London Olympics for the motherland. On 24 August 2012, a welcome reception for the China team Olympian champions was held at the Sa Sa store in Hang Lung Centre of Causeway Bay. The event was well-attended with the presence of Dr. Simon Kwok, *BBS, JP*, the Group's Chairman and CEO, Dr. Eleanor Kwok, *BBS*, Vice-Chairman, and a group of over 40 China team champion athletes.

During the just-concluded 2012 London Olympics, the China team demonstrated outstanding performance, scoring 38 gold medals in sports including swimming, diving, table tennis, gymnastics, weightlifting, fencing, track and field, boxing, shooting, sailing, taekwondo and badminton. The Group was honored to welcome the elite athletes and offer them Sa Sa's renowned one-stop-shopping experience and the wide selection of beauty products. As the Asia region's leading cosmetics retailing brand, Sa Sa fully supports the China athletes, and hopes they will continue to shine on the international athletic scene.



Dr. Kwok and Mrs. Kwok present a souvenir to rising star Sun Yang, the double Gold Olympic medalist in swimming.



Wu Minxia, who for the first time in her career won an Olympic gold medal in an individual event, looks refreshing in her elegant outfit at the welcoming reception



After a round of shopping, gold medalists in diving Qin Kai and He Zi leave the store with a basket full of products.



Olympic record holders in swimming, Ye Shiwen and Jiao Liuyang, choose products in the cosmetics section.



Sa Sa's professional beauty consultant recommends top-selling products to gymnastics champion Chen Yibing and Zou Kai.

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/ Mandy Chan

Tel: 2975 3601/ 2975 3686

Fax: 2595 0797

E-mail: tiffany_cheung@sasa.com/ mandy_chan@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