

**[For Immediate Release]**



**Sa Sa's Golden Week Retail Sales up 19.5%  
in Hong Kong & Macau**

(8 October 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 sales performance of its retail business in Hong Kong and Macau for the National Day Golden Week Holidays from 1 to 7 October 2012.

For the seven-day period of the National Day Golden Week in 2012, Sa Sa's retail sales in Hong Kong and Macau achieved a year-on-year growth of 19.5%\* with a same-store-sales growth of 12.4%\* as compared with the corresponding period in 2011.

Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group, commented, "Against the backdrop of the high growth rate in last year, we are glad that Sa Sa has recorded a sales growth of approximately 20% in the Hong Kong and Macau market during the National Day Holiday this year. As a Hong Kong brand well-recognized by customers in the mainland China, Sa Sa will continue to optimize product offerings, enhance service quality and strive to create an extraordinary shopping experience for our customers so as to cement our leading position in the Asian region."

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*\*Note 1: Excluding the 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 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. Over 1,900 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 2012. 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](http://www.sasa.com) or contact:

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