

[For Immediate Release]



Sa Sa Named Retail Asia-Pacific's Top 500 for the Ninth Consecutive Year

(8 January 2013 – 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 that the Group was named one of 2012's Retail Asia-Pacific Top 500 for the ninth consecutive year since its first edition in 2004. Sa Sa was named the largest cosmetics retail chain in Asia and one of the top ten retail groups in Hong Kong, landing at 9th place. Sa Sa also ranked 279th in Asia-Pacific, a significant jump from 330th place in the previous year.

Research for the ranking was drawn from Euromonitor International and conducted by credible analysts across the region. This accolade is testimony to the Group's excellence in the Asia's cosmetics retail business with sound sales performance.

Looking ahead, Sa Sa will continue to commit to its customer-centric philosophy, enhance service quality, offer a variety of quality products and strive to create an extraordinary shopping experience for customers so as to solidify its leading position in Asia.

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About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. The Group operates over 260 stores and counters in Asia that sell more than 600 brands of make-up, skin care, fragrance and hair care products including its own-brands and other exclusive international brands. Over 2,200 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 Best Medium Cap Company – Hong Kong by Asiamoney Magazine in its poll of Best Managed Company Awards 2012. 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 Main Board of 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.

About Retail Asia-Pacific Top 500



The Retail Asia-Pacific Top 500 ranking of the leading retailers in the region was introduced in 2004 and is the first-ever regional grand award of its kind. It is organized jointly by Retail Asia Publishing Pte Ltd, the Official Market Information Provider – Euromonitor International and the Program Partner – KPMG. The 2012 ranking draws from a research conducted by analysts in 54 countries, including 14 Asia-Pacific economies, with an aim to express recognition to the top 500 best-performing retailers in the region.

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