

[For Immediate Release]



## Sa Sa Announces Third Quarter Unaudited Operational Update

### Highlights

#### Group - Retail & Wholesale

	<b>3 months ended 31 December 2012</b>	<b>9 months ended 31 December 2012</b>
Group turnover (HK\$ million)	2,173.4	5,550.8
YoY % change	+20.4%	+20.9%
Group turnover (HK\$ million) <i>(Excluded adjustments under HK (IFRIC) – Int 13 in respect of bonus points scheme*)</i>	2,193.2	5,583.2
YoY % change	+18.9%	+19.7%

#### HK & Macau - Retail & Wholesale

Retail & wholesale sales growth (HK\$ million)	1,750.5	4,380.8
YoY % change	+20.6%	+19.8%
Retail & wholesale sales growth (HK\$ million) <i>(Excluded adjustments under HK (IFRIC) – Int 13 in respect of bonus points scheme*)</i>	1,769.9	4,413.6
YoY % change	+18.7%	+18.4%
Same store sales growth		
YoY % change	+14.2%	+15.8%
Same store sales growth <i>(Excluded adjustments under HK (IFRIC) – Int 13 in respect of bonus points scheme*)</i>		
YoY % change	+12.6%	+14.5%
Average sales per transaction (HK\$)	413	371
YoY % change	+14.1%	+12.9%
Total no. of transactions (million)	4.2	11.5
YoY % change	+6.2%	+6.8%

\* Adjustments according to Hong Kong International Financial Reporting Interpretation Committee ("HK (IFRIC)") - Interpretation 13 on the bonus points scheme.

(10 January 2013 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, announced today the unaudited operational update of the Group for the three months and nine months ended 31 December 2012.

For the three months ended 31 December 2012, the Group's retail and wholesale turnover recorded a steady growth of 19%\*\* . The Group's turnover in Hong Kong and Macau market rose by 19%\*\* , with same store sales growth of 13%\*\* . The number of transactions and average sales per transaction increased by 6% and 14% respectively. The Group's retail and wholesale turnover in other markets (including Mainland China, Singapore, Malaysia, Taiwan and sasa.com) recorded a growth of 19%\*\* during the third quarter.

The Group had a net increase of 9 stores and a net decrease of 3 counters for its network in the third quarter. The increase in store includes 5 stores in Hong Kong and Macau, 1 store in Mainland China, 1 store in Singapore and 2 stores in Malaysia, while the number of stores in Taiwan remained unchanged. As at 31 December 2012, the Group's retail network had a total of 264 stores, including 12 single-brand counters/stores.

#### Number of Stores/Counters by Market

	As at 31 December 2012	As at 30 September 2012
Hong Kong & Macau	101 <sup>***</sup>	96 <sup>***</sup>
Mainland China	64 <sup>#</sup>	66 <sup>##</sup>
Singapore	21	20
Malaysia	51	49
Taiwan	27	27
<b>Total</b>	<b>264</b>	<b>258</b>

<sup>\*\*\*</sup> Include 2 single-brand stores

<sup>#</sup> Include 10 single-brand counters

<sup>##</sup> Include 13 single-brand counters

Dr. Simon Kwok, BBS, JP, Chairman and Chief Executive Officer of the Group, said, "With regard to the Group's third quarter sales performance for Hong Kong and Macau market, the growth momentum of the first and second quarters was sustained in October and November, resulting in an aggregate sales growth of 19%\*\* from April to November. However, the consumer sentiment softened in the traditional peak season of Christmas holidays in December, and consumers were more cautious in spending. In the month of December, the Group's turnover in Hong Kong and Macau market was below expectations and grew by approximately 14%\*\* . Same store sales growth also decelerated in December to approximately 7%\*\* , compared with approximately 16%\*\* for the period from April to November. It is believed that our sales to local customers were affected by the increased number of outbound traveling during the long Christmas holidays. Looking ahead to the fourth quarter, with the forthcoming Chinese New Year in February, we believe that the retail market will recover gradually and we remain cautiously optimistic about the outlook of the retail sector. We will raise brand awareness, enhance operational efficiency and diversify our product mix in order to sharpen our competitive edge, so as to strengthen our leading position in the industry."

<sup>\*\*</sup> Exclude adjustments under HK (IFRIC) – Interpretation 13 in respect of bonus points scheme

## **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 Medium-Cap Corporate of the Year in Hong Kong by Asiamoney Magazine in its poll of Best Managed Companies 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.

For further information, please visit [www.sasa.com](http://www.sasa.com) or contact:

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