

[For Immediate Release]



**Sa Sa Recorded Approximately 30% Sales Growth in  
Hong Kong and Macau  
For the First Week of the Chinese New Year**

(19 February 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 sales performance of its retail business in Hong Kong and Macau for the first week of the Chinese New Year ("CNY") 2013.

For the first week of the CNY 2013 (from 10 to 16 February), retail sales in Hong Kong and Macau achieved a year-on-year growth of approximately 30%\*, with same store sales ("SSS") growth rate increased by approximately 20%\*, as compared with that of the corresponding period last year (from 23 to 29 January 2012).

Commenting on the Group's sales performance during the CNY, Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group, said, "Driven by the growing number of Mainland tourists, the Group's sales in Hong Kong and Macau grew by approximately 30%\* during the first seven days of the CNY comparing to that of the corresponding period last year, exceeding the Group's expectations. While CNY was in January in 2012, it fell into February this year and local consumer sentiment improved during the month. As a result, the Group's business in Hong Kong and Macau picked up momentum gradually in February. For the fourth quarter to date starting in January, sales has increased by nearly 30%\* and same store sales has grown by nearly 20%\*. We are satisfied with this performance."

*\* Exclude adjustments according to Hong Kong International Financial Reporting Interpretation Committee - Interpretation 13 on the bonus points scheme.*

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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.

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

#### **Sa Sa International Holdings Limited**

Tiffany Cheung / Mandy Chan / Cherrie Lam

Tel: 2975 3601 / 2975 3602 / 2975 3798

Fax: 2595 0797

E-mail: [tiffany\\_cheung@sasa.com](mailto:tiffany_cheung@sasa.com) / [mandy\\_chan@sasa.com](mailto:mandy_chan@sasa.com) / [cherrie\\_lam@sasa.com](mailto:cherrie_lam@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](mailto:callis.lau@iprogilvy.com) / [janette.lo@iprogilvy.com](mailto:janette.lo@iprogilvy.com) /  
[jenny.yung@iprogilvy.com](mailto:jenny.yung@iprogilvy.com) / [janis.lai@iprogilvy.com](mailto:janis.lai@iprogilvy.com)