



**Sa Sa Debuts in Hunan Province
Opens Its First Store on Changsha Pedestrian Street**

***Further Enhances Regional Network in Central China
Propels Steady Business Development in Mainland China***

(14 May 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 the opening of its first "Sasa" store in Changsha City, Hunan Province, China. This further enhances the Group's business development in the Central China region.

The new Changsha store is located at Huangxing South Road Pedestrian Street. This centennial avenue with rich commercial history displays "Changsha from the old times" yet it also showcases the trendiest and busiest commercial area. The new store covers a floor area of approximately 110 sq. m. and is meticulously designed in line with Sa Sa's image across the Asia Pacific region with innovative details. Over two thousand products from more than a hundred brands are available at the store, which are categorized and showcased according to consumers' shopping habits and product functions. There are six zones (cosmetics, skin care, fragrance, health food, hair care and body care, respectively) clearly colour-coded, enabling customers to easily find what they need. Beauty consultants are there to run skin analysis and coach customers on the application of professional personal care products, providing customers with a pleasant and professional one-stop shopping experience.

With the presence of the first "Sasa" store in Changsha City, Sa Sa will continue to uphold its customer-centric corporate philosophy, which is manifested through the Group's understanding of consumer behavior of the local market, timely adjustment of product portfolio, adoption of market localization strategy and offering of quality and trendy products and services to customers. Looking ahead, the Group will continue to extend its retail network in the region, devote more human resources, further strengthen relations with local suppliers, as well as enhance brand management and competitiveness in procurement. The Group's development in the China market is highly supported by local developers and brand suppliers, beneficial to its long-term development in the region.

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Situated on Huangxing South Road Pedestrian Street, the new “Sasa” store in Changsha City features a modern design.

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