



Sa Sa Debuts in Jiangsu Opens Its First Store in Nanjing

Further Expands Strategic Network in Eastern China Propels Steady Business Development in Mainland China

(5 June 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 Nanjing in mid-June. This continuous expansion of strategic network in Eastern China further propels the Group's steady development in China.

The new store is located in Nanjing Wondercity, Yuhuatai District, Nanjing City, Jiangsu Province. Yuhuatai District is situated in the center of Nanjing City, while Nanjing Wondercity stands in the heart of the district. It is a mega multi-purpose shopping mall that integrates shopping, dining, recreation, entertainment, business, and lifestyle. The new store covers a floor area of approximately 160 sq. m. and is meticulously designed in line with Sa Sa's image across the Asia Pacific region. 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 five zones (skin care, fragrance, cosmetics, health food and hair care, respectively) that provide customers with a pleasant and professional one-stop shopping experience.

With the presence of the first "Sasa" store in Nanjing, 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 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, execute market localization strategy, 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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