



**The First Sa Sa Lifestyle Concept Store in Asia  
Launched in Causeway Bay  
*Provides Comprehensive Beauty Services  
Further Strengthens Leading Market Position***

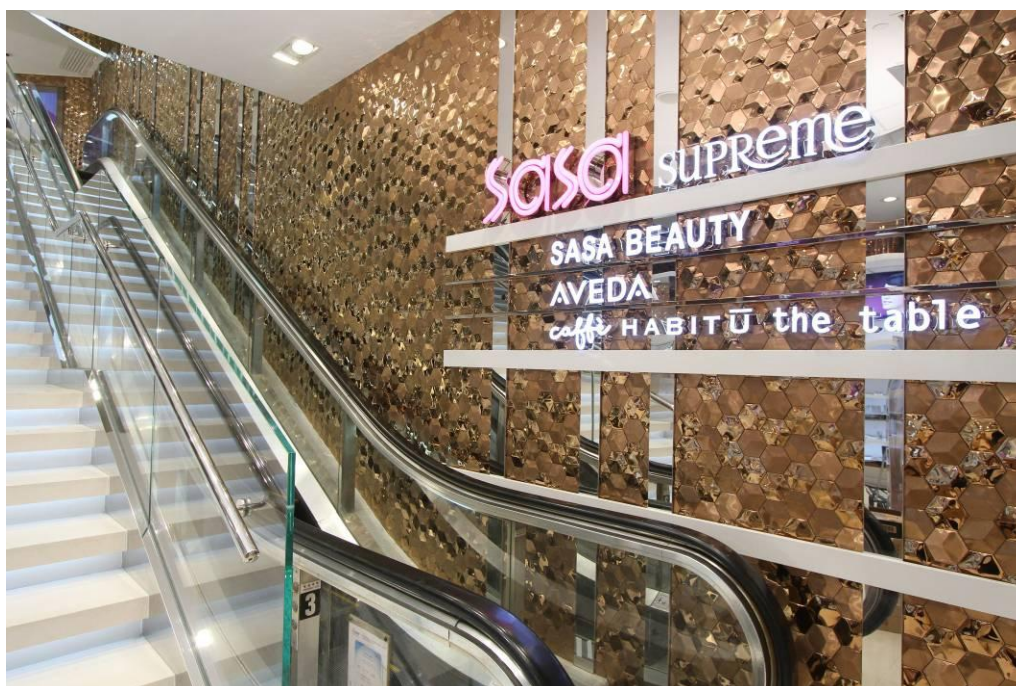
(1 August 2013 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, is pleased to announce the official opening of its first-ever lifestyle concept store in Asia, Sa Sa Supreme, which is situated in the heart of Causeway Bay.

Sa Sa Supreme is located at Leighton Centre, Causeway Bay, and stretches across two storeys of approximately 20,000 square feet. Beauty, styling and catering services all converge at this luxury-leisure hot spot. Sa Sa Supreme hosts makeup counters by coveted international cosmetics brands for the first time, and welcomes a number of prestigious beauty brands to cooperate in building Hong Kong's first beauty hot spot that houses multiple beauty salons, where customers can enjoy the most comprehensive beauty services in the same place. Sa Sa also brings in professional hair salon and nail spa services, as well as a tasteful and lifestyle-driven boutique cafe to create an exclusive space with diversified services and supreme shopping environment for customers. Instead of using Sa Sa's signature pink, Sa Sa Supreme adopted gold as its theme color while using different shades of this opulent hue to distinguish among different areas. Moreover, SaSa Supreme is equipped with a new and unique electronic interactive system kiosk with a shopping guide function that allows customers to locate the appropriate products in a convenient and efficient manner.

Sa Sa Supreme is a brand new lifestyle concept store that will help further establish the corporate brand, while providing customers with more value-added services. The partnership with world-renowned brands through franchising signifies a breakthrough in cooperation. The collaboration among the Group, international brands and the new landlord is a win-win situation for all three parties in an effort to reach a diversified customer base and bring upon new business opportunities.

Sa Sa has always extended a great deal of support to the local creative industry. Sa Sa Supreme has established a creative design space that will host regular exhibitions by various organizations to display their work on different themes. Sa Sa will also reserve the space for young local artists who wish to use it for their own exhibitions, thus providing a much-needed platform for the younger generation of Hong Kong, and at the same time, executing Sa Sa's mission to live life beautifully with art every day.

Dr. Simon Kwok, BBS, JP, Chairman and Chief Executive Officer of the Group, said, "The opening of Sa Sa Supreme lifestyle concept store represents an important milestone in our Group development, and signifies the Group is highly recognized by international brands. Not only will it increase partnership opportunities with world-class brands, it will also allow new brands to enter our stores in Hong Kong and other regions. This will further enhance the Group's overall image and positioning, as well as our competitiveness to drive further expansion. Looking ahead, the Group will continue to enrich the exclusive brand portfolio, ensuring that the Group can continue to launch new own brands and exclusive products in potential markets. Sa Sa will continue to establish its brand through optimizing product mix, improving service quality and utilizing marketing promotion, to further enhance the Group's competitive advantages and strengthen its leading position in the industry."



SaSa Supreme is located at Leighton Centre, Causeway Bay. Beauty, styling and catering services all converge at this luxury-leisure hot spot, and provides an extraordinary one-stop shopping experience to customers.



Beautifully fitted shop facilities create a cozy ambiance which allows customers to feel at home whilst enjoying a whole new shopping experience.



Instead of using Sa Sa's signature pink, Sa Sa Supreme adopted gold as its theme color while using different shades of this opulent hue to distinguish between among different areas. The store's premier leisure area creates a sense of spaciousness and comfort.

- End -