



**Sa Sa Enters Sichuan Province with
Opening of its First Boutique Store in Chengdu City
Develop Western China Business to Strengthen Mainland China Market Layout**

(23 September 2013 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, announces the opening of its first "Sasa" store in Chengdu City of Sichuan Province on 29 September 2013. As the first store in the Western China region, it will further drive the Group's steady development in Mainland China.

The new store is located in Kaide Plaza on No. 183 Jiaoda Road in Jinniu District of Chengdu, Sichuan. Phase II of Kaide Plaza will also be opened on the same day. It is the largest comprehensive shopping landmark in the Northwestern region of Chengdu. The large-scale urban complex integrates shopping, recreation, dining, entertainment, cultural activities and accommodation in one location.

Sa Sa's new store in Chengdu covers a floor area 97 sq. m. and is the first boutique store in the Western China market. Over 2,000 products of more than 100 brands are available at the store, which are categorized and showcased according to consumers' shopping habits and product functions. The new store has three respective zones for products of skin care, cosmetics and fragrances. The diversified product offering also includes health foods, hair care products, as well as products catered for infants and men. The setting provides customers with a pleasant and professional one-stop shopping experience.

Currently, the Group has the backing of local property developers and brand suppliers in the Mainland China market, which is beneficial to its long-term development in the country. With the opening of its first "Sasa" store in Chengdu, the boutique store format operating model will help enhance Sa Sa's penetration in Mainland China, and accelerate its store expansion to solidify its network. Sa Sa will continue to uphold its customer-centric corporate philosophy, which is embodied by the Group's understanding of consumer behavior of the local markets, timely adjustment of product portfolio and the provision of quality products and services to customers. The Group will also focus on the best-selling products and house brands to enhance cost efficiency.

Looking ahead, the Group will continue to expand its retail network, step up investments in human resources, and further strengthen relations with local suppliers to enhance brand management and competitiveness in procurement. This will enable the Group to continue developing the Mainland China's cosmetics market, which has immense potential.