



## **Sa Sa's Golden Week Retail Sales up Approximately 11% in Hong Kong & Macau**

(9 October 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 sales performance of its retail business in Hong Kong and Macau for the National Day Golden Week Holidays from 1 to 7 October 2013.

For the seven-day period of the National Day Golden Week in 2013, Sa Sa's retail sales in Hong Kong and Macau achieved a year-on-year growth of approximately 11%\* with a same-store-sales growth of approximately 6%\* as compared to the corresponding period last year.

Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group, commented, "The growth in retail sales performance in Hong Kong and Macau during the National Day Golden Week Holiday was slightly lower than the past and the Group's expectation. Based on the statistics provided by the Hong Kong Tourism Board, the effect of the Individual Visit Scheme to mainland tourist arrivals is evening out between the peak periods and normal periods. Individual Visit Scheme tourists now have more destination options as other countries have continuously upgraded their tourism facilities to attract more Mainland Chinese tourists. This has given rise to more competition against Hong Kong. Looking ahead, leveraging on Sa Sa's brand recognition and extensive store network, we will continue to optimize product offerings, enhance service quality, step up marketing measures, and seize opportunities arising from local and visitor demand. The Group remains cautiously optimistic on the retail market in Hong Kong and Macau."

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