



**Sa Sa Announces Unaudited Operational Update
For The Third Quarter (October to December) of FY2013/14**

Highlights

Group - Retail & Wholesale

	3 months ended 31 December 2013	9 months ended 31 December 2013
Group turnover (HK\$ million)	2,516.7	6,452.4
YoY % change	+14.8%	+15.6%

HK & Macau - Retail & Wholesale

Retail & wholesale sales growth (HK\$ million)	2,077.3	5,240.4
YoY % change	+17.4%	+18.7%
Same store sales growth		
YoY % change	+15.8%	+14.6%
Average sales per transaction (HK\$)	430	396
YoY % change	+3.1%	+6.1%
Total no. of transactions (rounding to the nearest million)	4.8	13.0
YoY % change	+15.4%	+13.1%

Remarks: Figures in the above table exclude adjustments according to the Hong Kong International Financial Reporting Interpretation Committee - Interpretation 13 ("HK (IFRIC) - Interpretation 13") on the bonus point system. As reported, the Group's turnover increased by 14.3% to HK\$2,484.5 million, while retail & wholesale sales growth and same store sales growth of HK & Macau were 16.9% and 15.2% respectively for the Third Quarter of FY2013/14.

(9 January 2014 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, announced today the unaudited operational update of the Group for the three months and nine months ended 31 December 2013.

For the three months ended 31 December 2013, the Group's retail and wholesale turnover recorded a steady growth of 14.8%** . The Group's turnover in Hong Kong and Macau market rose by 17.4%** , with same store sales growth of 15.8%** . The number of transactions and average sales per transaction increased by 15.4% and 3.1%** respectively. The Group's retail and wholesale turnover in other markets (including Mainland China, Singapore, Malaysia, Taiwan and sasa.com) recorded a growth of 3.8%** during the third quarter.

The Group had a net increase of 9 stores for its network in the third quarter. The increment includes 3 stores in Hong Kong and Macau, 2 stores in Mainland China, 2 stores in Singapore, 1 store in Malaysia, and 1 store in Taiwan. As at 31 December 2013, the Group's retail network had a total of 280 stores, including 9 single-brand counters/stores.

Number of Stores/Counters by Market

	As at 31 December 2013	As at 30 September 2013
Hong Kong & Macau	109***	106***
Mainland China	66 [#]	64 [#]
Singapore	23	21
Malaysia	53	52
Taiwan	29	28
Total	280	271

*** Include 3 single-brand stores

Include 6 single-brand counters

Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group, said, "The Group stepped up its promotions from mid-October in the third quarter to draw traffic and encourage spending at our stores. The move successfully boosted consumption sentiment of both local customers and mainland Chinese tourists in Hong Kong and Macau for the quarter. As a result, turnover and same-store sales grew steadily by 17.4%** and 15.8%** , respectively. Looking ahead, we are cautiously optimistic on the outlook for sales in the fourth-quarter."

** Exclude adjustments under HK (IFRIC) – Interpretation 13 in respect of bonus points scheme

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