



Sa Sa Expands Store Network in Southern China to Increase Market Penetration

Enters Jiangmen and Foshan Opens New Stores in Dongguan and Jinjiang

(23 September 2014 – HONG KONG) **Sa Sa International Holdings Limited** ("Sa Sa" or "the Group", stock code: 0178) has actively expanded its store network in the Southern China region. In addition to opening new stores in Dongguan and Jinjiang, the Group has also opened its first stores in Jiangmen and Foshan. Sa Sa's concentrated store openings in the Southern China region will help increase its market penetration in Mainland China, accelerating its store expansion in the Southern China region and solidify the Group's network.

Sa Sa's store network in the Southern China region covers the Guangdong, Hainan and Fujian provinces. As at 20 September 2014, the Group has 15 stores across 10 cities. In the current year, over one third of Sa Sa's new stores in Mainland China are located in the Southern China region, including the newly opened stores in Dongguan and Jinjiang, as well as the first stores in Jiangmen and Foshan. Given the region's geographical advantage of being in close proximity with Hong Kong, Macau and Taiwan regions, as well as the modern consumption behaviour and strong purchasing power of the region's locals, Southern China is a key development region for Sa Sa.

Thanks to cooperative relationships with the local property developers, Sa Sa is able to establish itself in prime locations in large-scale shopping malls situated in prospering areas and achieve decent performance in the Southern China market. In addition, Sa Sa's key to rapid development in the Southern China region lies in its professional team, its product knowledge and extensive experience.

Sa Sa's new stores in the Southern China region operate in the new boutique store format, each covering a floor area of approximately 80 to 120 sq.m., and are designed in line with Sa Sa's image across the Asia Pacific region. Products are showcased according to consumers' shopping habits and product functions, and categorized under three respective zones of skin care, cosmetics and fragrances. The diversified product offering also includes hair care products, as well as products catered for infants and men. With this setting, customers will be able to enjoy a more pleasant and professional one-stop shopping experience. The Group's Mainland China stores also utilize a localized product strategy to enhance product appeal. It will also lay emphasis 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.

Sa Sa's store openings in Southern China in 2014:

Province	City	Date of opening	Address
Guangdong	Zhongshan	24 January (opened)	No. 102, 1/F Lihe Plaza Zhongshan, Guangdong
Hainan	Wanning	8 July (opened)	No. F1-A24-25, Beijing Capital Land Outlets Wanning, Hainan
Guangdong	Jiangmen	26 August (opened)	No. 1F003, Joyful City Jiangmen, Guangdong
Guangdong	Foshan	29 August (opened)	No. 1057-1058, Nanhai Wanda Plaza Foshan, Guangdong
Guangdong	Dongguan	12 September (opened)	No. 1029, Dongguan Wanda Plaza Dongguan, Guangdong
Fujian	Jinjiang	1 October	1/F, SM Plaza Jinjiang, Fujian
Fujian	Fuzhou	31 December	A3-2F-50-2, 2/F, Tower A3, Showpark Fuzhou, Fujian

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