



10 April 2015

**Sa Sa International Holdings Limited**

**Important Announcement**

Sa Sa International Holdings Limited (“Sa Sa” or “The Group”, Hong Kong Stock Exchange Stock Code: 0178) recently received inquiries regarding franchise and investment schemes in relation to Sa Sa retail outlets. We hereby declare that, **Sa Sa has never offered any franchise scheme, nor authorised any third party to execute or develop this form of business. Currently, Sa Sa has presence in Mainland China, Hong Kong and Macau, as well as other markets in Asia, in which all retail stores are solely owned and operated by the Group, with no operation in the form of partnership.**

For more information about business development and retail network of Sa Sa, please visit the Group’s official corporate website: <http://corp.sasa.com>

Sa Sa International Holdings Limited