



Sa Sa Causeway Bay Flagship Store Completes Renovation

Reopens with exclusive limited-time offers To extend the joy of shopping for store opening

(28 July 2023, HONG KONG) – **Sa Sa International Holdings Limited** (the “Company”, stock code: 0178, and together with its subsidiaries, the “Group”) is pleased to announce the renovation of Sa Sa Causeway Bay flagship store has been completed. It will reopen for business tomorrow (29 July) with exclusive limited-time offers and multiple shopping privileges, extending the joy of shopping journey for store opening!

Located at Leighton Centre, Causeway Bay, the newly revamped flagship store stretches across two storeys of approximately 6,000 square feet with trendy design to offer a comfortable shopping environment. The flagship store features best-selling cosmetic products as well as new trendy beauty and personal care products imported from around the globe including Korea, Japan and Taiwan etc., serving as a luxury-leisure hot spot with convergence of beauty and styling services. It houses a variety of specialty brand counters, including SUISSE PROGRAMME, Eoyunggam, Rexaline, AHAVA, and a La Estephe specialty store. To support sustainable low-carbon development, the renovated flagship store adopts low-carbon lighting system and promotes green beauty products, setting an example to drive the green beauty industry forward.

Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of the Company, said, ‘Causeway Bay is a popular tourist attraction gathering lots of trendy brands. With the resumption of economic activities leading an increase of tourists, it is expected the local retail consumption will continue to grow as government consumption vouchers distributed together with the launch of large-scale event the "Hong Kong Shopping Festival" simultaneously. We believe the reopening of Sa Sa flagship store can seize the opportunity and boost the Group's sales performance in traditional core tourist districts. The Group will proactively adjust its expansion plan to negotiate for fair rent on lease renewals, and optimise its store network for leveraging offline store networks to accelerate the development of the OMO retail model, thereby providing a "customer-centric" omni-channel shopping experience for customers.’

To celebrate the reopening of revamped flagship store, we are offering “Flagship Store Exclusive Shopping Privileges” from 29 July to 11 August. Customers who spend over HK\$280 at Sa Sa flagship store can receive a complimentary COLLISTAR Vitamin C + Ferulic Acid Cream (15ml) (value: HK\$149), while those who spend over HK\$450 can receive a complimentary Sa Sa’s limited goodie-bag (value over HK\$300). Other exciting offers include: customers who purchase SUISSE PROGRAMME products amounted to HK\$380 and HK\$1,380 can receive Bio-Cellular Oxy Water (150ml) (value: HK\$260) and Advanced Cellular Vital Mask (50ml) (value: HK\$1,450),

respectively; buy-one-get-one for HK\$1 Dr. Jart+ Vital Hydra Solution Biome Water Cream (50ml), and 10% off for 2 or more of Neogence Anti-ageing Cream with Bakuchi (30ml), Hydro-lifting essence lotion (150ml) and all products of rom&nd. For more details, please refer to the list of offers on the next page.

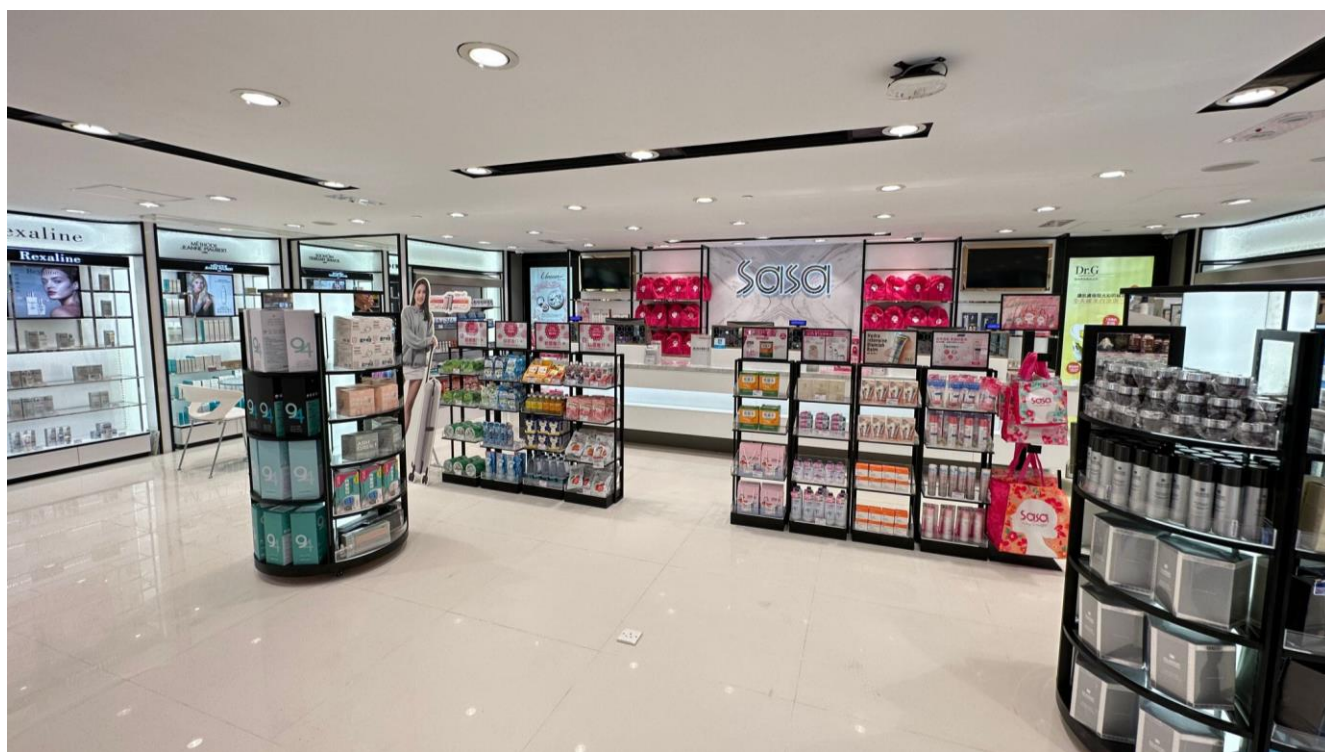
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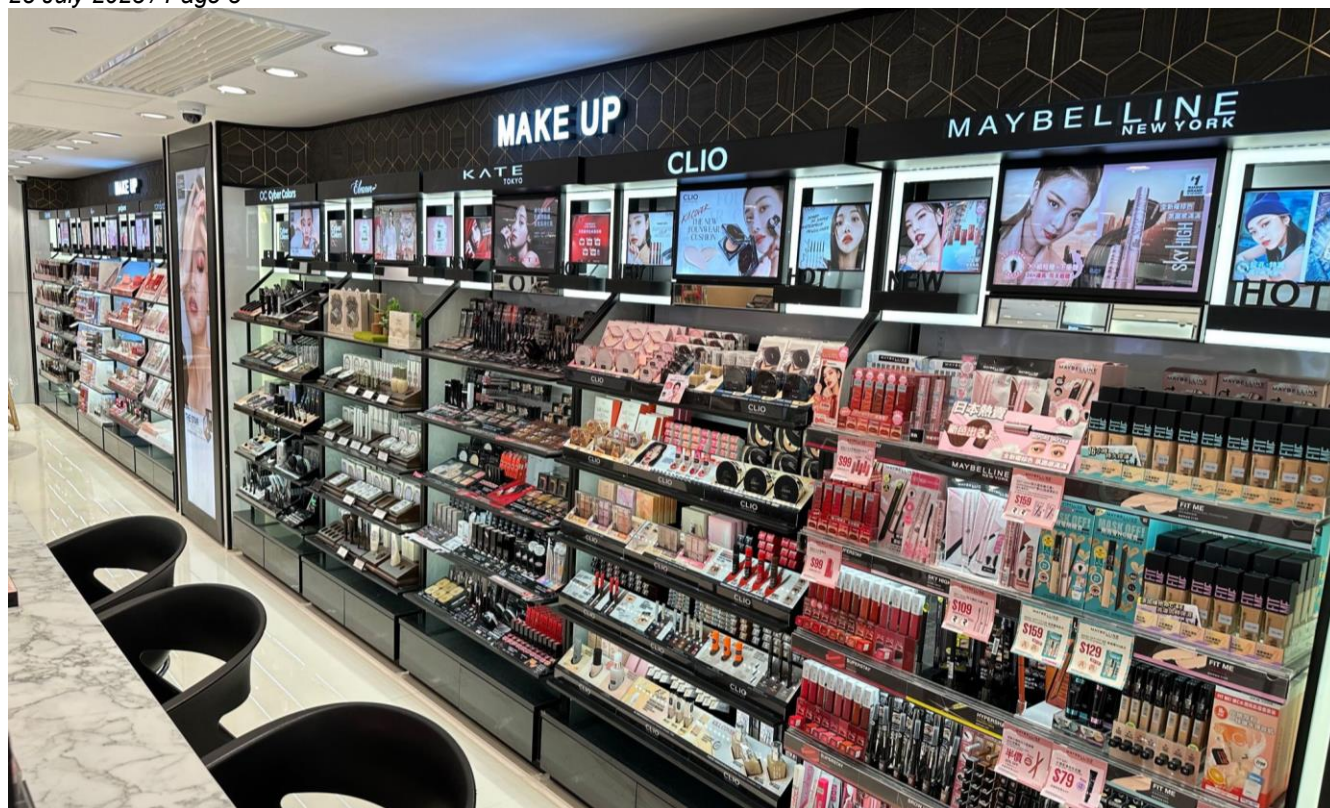
Information of Sa Sa Flagship Store

Address: G/F & 2/F, Leighton Centre, 77 Leighton Road, Causeway Bay, HK

Area: Approximately 6,000 sq. ft.

Opening Hours: 10:00 a.m. - 9:00 p.m. (subject to actual operation)





List of exclusive offers at Sa Sa Flagship store

1. Shopping Rewards (Available from 29 July to 11 August)

Upon purchase of HK\$280	Complimentary COLLISTAR Vitamin C + Ferulic Acid Cream (15ml) (value: HK\$149)
Upon purchase of HK\$450	Complimentary Sa Sa's limited goodie-bag (One piece) (value: over HK\$300)
Amount of purchase of SUISSE PROGRAMME products: - Up to HK\$380	Complimentary Bio-Cellular Oxy Water (150ml) (value: HK\$260)
- Up to HK\$1,380	Complimentary Advanced Cellular Vital Mask (50ml) (value: HK\$1,450)

