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SAU SAN TONG HOLDINGS LIMITED

修身堂控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8200)

PROFIT WARNING

This announcement is made pursuant to Rule 17.10 of the GEM Listing Rules and Inside Information Provisions under Part XIVA of the SFO.

The Board of the Company wishes to inform the shareholders of the Company and potential investors that based on a preliminary assessment on the unaudited consolidated management accounts, the Group is expected to record a loss attributable to the owners of the Company for the nine months ended 31 December 2012 while a profit was recorded in the corresponding period in 2011.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made pursuant to Rule 17.10 of the Rule (the “**GEM Listing Rules**”) Governing The Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM**”) and Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong)(the “**SFO**”).

The board of Directors (the “**Board**”) of Sau San Tong Holdings Limited (the “**Company**”) and together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company and potential investors that, based on information currently available, the unaudited quarterly results of the Group for the nine months ended 31 December 2012 is expected to record a loss attributable to the owners of the Company as compared to the profit for the nine months ended 31 December 2011.

Based on the information currently available, the Board considers that the expected loss was primarily attributable to (i) the impact of slowdown of the consumer sentiment and the decrease in sales of franchise business which leading to the drop in gross profit margin; and (ii) the increase in operating costs for the period ended 31 December 2012 due to expansion of the business of the Group.

The information contained in this announcement is only based on the preliminary assessment by the management of the Company in accordance with the unaudited consolidated management accounts of the Group for the nine months ended 31 December 2012 and is not based on any figures or information which has been audited or reviewed by the Company’s auditors. The Company is in the process of finalizing the quarterly results of the Group for the nine months ended 31 December 2012. Details of the Group’s financial information and performance will be disclosed when the Group’s quarterly results for the nine months ended 31 December 2012 are announced.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

On Behalf of the Board
Cheung Yuk Shan, Shirley
Chairman

Hong Kong, 4 February 2013

* For identification purpose only

As at the date of this announcement, the Board comprises executive directors namely Dr. Cheung Yuk Shan, Shirley (Chairman) and Mr. Cheung Ka Heng, Frankie; independent non-executive directors namely Mr. Hong Po Kui, Martin, Mr. Li Kuo Hsing and Ms. Hui Yat Lam.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market (“GEM”) of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (2) there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at www.hkgem.com for at least 7 days from the date of its posting and on the Company’s website at www.sausantong.com.