

**[For Immediate Release]**



**Sa Sa's "Spreading Beauty and Radiance" Annual Report 2010/11  
Won Two Awards in  
The 25<sup>th</sup> Anniversary International Mercury Awards Competition**



(2 April 2012 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, is pleased to announce that the Group's "Spreading Beauty and Radiance" Annual Report 2010/11 has won two awards in the 25<sup>th</sup> Anniversary International Mercury Awards Competition recently:

<b>International Mercury Awards</b>	<b>Categories</b>
<i>Silver</i>	<i>Annual Reports – Overall Presentation: Retail – Specialty</i>
<i>Honors</i>	<i>Annual Reports (Total Pages Between 131-200 Pages) – Design: Interior</i>

The independent awards organization, MerComm, Inc., received over 790 entries from 21 countries across the world this year. All annual reports were judged by a field of communications professionals on criteria including how effectively the material meets the stated objectives; how well the material is communicated to the designated audience; use of imaginative and original solutions; use of material to illustrate and clarify the information; and the overall expression of the message. Gold, Silver, Bronze and Honors awards were presented to the top 30% based on average scores in aspects of creativity, effectiveness, performance and success in professional communications.

Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group, said, "We are honored to receive these awards on our annual report along with some of the most accomplished enterprises in the world. The accolades are recognition of Sa Sa's achievements by professionals in the communications industry. Going forward, we will continue to dedicate our efforts in maintaining high standards in corporate communications, investor relations, and corporate governance."

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### **About Sa Sa International Holdings Limited**

Sa Sa is a leading cosmetics retailing group in Asia. The Group operates approximately 250 stores and counters in Asia that sell more than 600 brands of skin care, fragrance, make-up and hair care products including its own-brands and other exclusive international brands. Almost 1,700 well-trained beauty consultants are employed to provide professional services to its customers.

Sa Sa runs the largest cosmetics specialty store chain in Asia Pacific region, as ranked by Retail Asia magazine, KPMG and Euromonitor in 2011. The Group is named the Medium-Cap Corporate of the Year in Hong Kong by Asiamoney Magazine in its poll of Best Managed Companies 2011. As one of the major sole agents in cosmetics in Hong Kong, Sa Sa also represents more than 100 international beauty brands in Asia. Sa Sa prospers on its successful and proven "one-stop cosmetics specialty store" concept which aims to provide customers with the widest range of quality products. Its e-commerce arm, sasa.com, provides online shopping service to customers as well as a strong marketing tool for the Group. Sa Sa, established in 1978, was listed on The Stock Exchange of Hong Kong since June 1997 and has become a constituent member of the "Hang Seng Corporate Sustainability Benchmark Index" since September 2011.

For further information, please visit [www.sasa.com](http://www.sasa.com) or contact:

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