

[For Immediate Release]



**Sa Sa was Named  
One of "Asia's 200 Best Under a Billion" Companies by *Forbes Asia*  
for the First Time**

(13 December 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 for the first time ever, the Group was named by *Forbes Asia* as one of the "Asia's 200 Best Under a Billion" companies. This accolade is an acknowledgement from the public and the business sector for the Group's achievements over the years.

*Forbes Asia* is an international authoritative financial magazine. Selection criteria included profitability, sales growth and return on equity over the past 12 months and 3 years. The 200 SMEs on the list achieved a sales growth of 48% on average and generated revenue of US\$47 billion in aggregate last year, well-demonstrated a good state of play and high potential for development.

Established in Hong Kong in 1978, Sa Sa is a leading cosmetics retailer in Asia, providing customers with unrivalled products and services. Sa Sa has proactively developed and strived to maximize returns for its shareholders since its listing 15 years ago.

To view the complete list of *Forbes Asia*'s "Asia's 200 Best Under a Billion" companies in 2012, please see the below link:

<http://www.forbes.com/sites/christinasettimi/2012/07/25/asias-200-best-under-a-billion/>



On behalf of the Group, Mr. Look Guy (second from the right), Sa Sa's Chief Financial Officer and Executive Director, attended the award presentation ceremony held in Singapore earlier and received a certificate from Mr. Christopher Forbes (second from the left), Vice Chairman of Forbes Media LLC.

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

Sa Sa is a leading cosmetics retailing group in Asia. The Group operates over 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 2012. 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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