

[For Immediate Release]



**Sa Sa Honoured with Three Accolades from  
Hong Kong Retail Management Association**

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***Exclusive Brand La Colline Specialty Store was First to Win “Excellence Award”  
Named “Service Retailer of the Year” for Eighth Consecutive Year  
Sa Sa’s Beauty Consultant Won “Service and Courtesy Award”***

(17 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 the Group has received three accolades – “Excellence Award”, “Service Retailer of the Year” and “Service and Courtesy Award” from the Hong Kong Retail Management Association.

The “2012 Mystery Shoppers Programme” hosted by the Hong Kong Retail Management Association concluded early this month. It has been Sa Sa’s corporate culture to provide customers with quality and diversified beauty solutions. Among the 166 retail brands which represented over 4,800 retailer outlets, Sa Sa’s exclusive brand La Colline specialty store stood out and became the first enterprise to win the “Excellence Award”. It was also awarded the “Service Retailer of the Year” in the Beauty Products/Cosmetics Category for the eighth consecutive year. In addition, Sa Sa’s beauty consultant Ms. Ikiy Zhang embodied the Group’s quality service philosophy and won the “2012 Service and Courtesy Award” in the Junior Frontline Level of the Beauty Products/ Cosmetics Category.



On behalf of the Group, Dr. Eleanor Kwok (fourth from left), *BBS*, Sa Sa's Vice-Chairman, and Ms. Mary Suen (first from left), Director of Training and People Development of the Group, attended the awards presentation ceremony and shared a celebratory moment with colleagues from La Colline specialty store.



Sa Sa's beauty consultant Ms. Ikiy Zhang embodied the Group's quality service philosophy and won the "2012 Service and Courtesy Award" in the Junior Frontline Level of the Beauty Products/ Cosmetics Category.

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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 make-up, skin care, fragrance and hair care products including its own-brands and other exclusive international brands. Over 1,900 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 Best Medium Cap Company by Asiamoney Magazine in its poll of Best Managed Company Awards 2012. 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 Main Board of 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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