

[For Immediate Release]



Sa Sa Won “Judging Panel Grand Prize” in the Sixth Consecutive Year and Received the Newly Introduced “Best Socially Responsible Employer” at *Ming Pao’s* “Prestigious Corporate Brand Awards 2012”

(19 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 was honoured with the “Judging Panel Grand Prize” in the Hong Kong Personal Care Retail category and “Best Socially Responsible Employer” of *Ming Pao’s* “Prestigious Corporate Brand Awards 2012” (the “Awards”), marking the Group’s sixth consecutive year to be recognized at the Awards.

The Group is delighted to receive recognition from the judging panel. Looking forward, Sa Sa will continue to be devoted to its customer-centric philosophy, enhance staff training on product knowledge and service skills, and strive to solidify its service-oriented corporate culture. The Group will also continue to perform its duties as a corporate citizen and integrate principles of environmental protection and corporate citizenship into corporate decision-making. The management will lead by example and encourage employees to participate in charitable activities and contribute to the society.

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Photo 1



Ms. Scarlett Lee (right), Sa Sa’s Vice President of Sales Operations – Hong Kong & Macau, received the “Judging Panel Grand Prize” in the Hong Kong Personal Care Retail category.

Photo 2



Ms. Joanna Lam (right), Sa Sa’s Vice President of Human Resources, received the “Best Socially Responsible Employer” award.

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About Sa Sa

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 2,200 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.

About "Prestigious Corporate Brand Awards"

Established in 2007 by Ming Pao and the Chinese University of Hong Kong's Master of Science Programme in Marketing, this is the sixth annual "Prestigious Corporate Brand Awards". The Awards employ a comprehensive brand assessment through rigorous and fair judging procedures and large-scale consumer opinion surveys to recognize outstanding corporate brands in China and Hong Kong.

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