

**[For Immediate Release]**



## **Sa Sa Named “Top 10 Return on Equity” Stock By Finet and Tencent’s QQ.com**

(18 January 2013 – 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 selected as one of the “Top 10 Return on Equity” stocks in the 2012 “Top 100 Hong Kong Stocks” list jointly organized by Finet and Tencent’s QQ.com.

The Group is honored to be accredited with renowned enterprises in Hong Kong and mainland China in the “Top 10 Return on Equity” stock list. This is testimony to the Group’s outstanding business development and performance in the capital markets.

Looking ahead, Sa Sa will remain committed to its customer-centric philosophy, strive to enhance service quality, offer a variety of quality products, and create an extraordinary shopping experience for customers so as to solidify its leading position in Asia and continue to generate lucrative returns for its shareholders.



Mr. Guy Look (left), Sa Sa’s CFO & Executive Director, receives the award on behalf of the Group.

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

Sa Sa is a leading cosmetics retailing group in Asia. The Group operates over 260 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 – Hong Kong 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 "Top 100 Hong Kong Stocks"**

The "Top 100 Hong Kong Stocks" ranking is jointly organized by Finet and Tencent QQ.com, and co-organized by Hong Kong Economic Journal. Other co-organizers include The Chamber of Hong Kong Listed Companies, The Hong Kong Institute of Financial Analysts and Professional Commentators Limited, CBN Research and College of Business of City University Hong Kong, making the accolade highly authoritative in the industry. All companies listed on the Main Board of the Stock Exchange of Hong Kong, which have published at least one annual report on or before 30 June 2012 are automatically enlisted in the candidate pool. Judging criteria are based on four key elements – financial results, net profit growth, return on equity, and results recovery ability. The ranking aims to establish a new value indicator in the Hong Kong stock market, and to provide high-value investment guidelines for investors.

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

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