

[For Immediate Release]



Sa Sa Staff Won Individual Award for Customer Service Excellence

(6 February 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 Ms. May Leung, Assistant Supervisor of Sa Sa store, has won an Individual Award in the Counter Service category in the Customer Service Excellence Award 2012 organized by the Hong Kong Association for Customer Service Excellence.

Ms. Leung joined Sa Sa in 2008 via its Management Trainee Program and has serviced in the Group for over 4 years. In 2010, she received the Service and Courtesy Award from the Hong Kong Retail Management Association. Ms. Leung is cheerful and attentive to customers. Her performance has captured the essence of Sa Sa’s excellent customer service and has made her outperform other candidates.

Committed to its customer-centric philosophy, Sa Sa has been closely monitoring the service standards of its front-line staff. Through its professional internal training, and a series of internal and external service monitoring schemes, Sa Sa managed to strengthen its service-oriented corporate culture and to enhance overall service standards. The Group has also established effective mechanisms for front-line staff to relay customer feedback to management in a timely manner in order to ensure prompt and responsive measures. The Group’s constant pursuit of excellence has influenced every staff member, and has been widely recognized.



Ms. May Leung (second from right), Assistant Supervisor of Sa Sa store, won an Individual Award in the Counter Service category of the HKACE Customer Service Excellence Award 2012.

Mr. Davis Chan, Sa Sa’s Senior Business Development Manager, shared a celebratory moment with her.

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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 Customer Service Excellence Award

The Award was introduced by the Hong Kong Association for Customer Service Excellence in 2002 with an aim to motivate customer service staff, recognize outstanding performers and promote a customer-oriented culture within member companies. There are four types of awards – Grand Award, Team Award, Individual Award and Outstanding Customer Service Program Award.

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