

[For Immediate Release]



**Sa Sa Named Corporate of the Year in Hong Kong  
for the third consecutive year by Asiamoney  
Mr. Guy Look, CFO and Executive Director, named  
Best Executive in Hong Kong**

(22 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 it was named *Corporate of the Year in Hong Kong* in *Asiamoney's Best Managed Companies Awards* for the third consecutive year. The Group's Chief Financial Officer and Executive Director, Mr. Guy Look, was also named *Best Executive in Hong Kong*.

Sa Sa has continued to impress *Asiamoney* with its overall financial and business performance despite the global economic turmoil. Its management strategy and vision, commitment to shareholders, operational efficiency, investor communication and corporate governance are also regarded as one of the best in the region. During 2012, Mr. Look demonstrated excellent leadership in managing the Group's finances, and continued to build sound investor relations of Sa Sa in the investment community.

Looking ahead, the Group will continue to facilitate investor relations and achieve higher management and operational standards, and safeguard value for its shareholders and investors.



Sa Sa's Chief Financial Officer and Executive Director, Mr. Guy Look (left), received the awards at *Asiamoney's* New Year Awards Dinner on 21 February 2013.

## **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 Medium-Cap Corporate of the Year in 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 Asiamoney Best Managed Companies Awards**

The *Asiamoney Best Managed Companies Awards* aims to honour standout companies and executive in each major regional country for strong management. The awards poll is conducted annually by *Asiamoney*, which surveys the opinions of fund managers and analysts to determine the best-managed small-, medium- and large-cap corporations across the region.

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

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