

[For Immediate Release]



**Sa Sa named *Free Walkers' Choice* of  
*East Week Magazine's Hong Kong Service Awards* for the Fifth Time**

**Focusing on Training to Provide Attentive Service for Customers**

(20 March 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 has been recognized as the *Free Walkers' Choice* at the *Hong Kong Service Awards 2013* organized by *East Week* magazine. This marks the fifth time the Group has received this recognition since 2007, indicating the Group's leading position in the sector over the years.

Over the past 35 years, Sa Sa has pioneered the open-shelves concept and the one-stop self-served shopping pattern to provide customers with a high value-for-money shopping experience. The Group successfully established itself as a leading "one-stop cosmetics specialty store" in Asia, as well as the preferred shopping destination for Mainland tourists.

Looking ahead, the Group will continue to strengthen its service-oriented corporate culture and enhance overall service standards through a series of staff training as well as internal and external service monitoring schemes. Besides, the Group will continue to improve its effective mechanisms for front-line staff to relay customer feedback to management in a timely manner, in order to ensure prompt and responsive measures, so as to provide customers with a quality one-stop shopping experience.

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Mrs. Melody Chan, Sa Sa's Director of Corporate Strategy and Development, received the award from Mr. Lai Ting-yiu, Chief Executive Officer of Sing Tao Magazine Group and the Publisher of East Week.

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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 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 East Week's Hong Kong Service Awards**

East Week has hosted the "Hong Kong Service Awards" for nine consecutive years. Themed "Professional and sincere service" this year, the Awards seek to recognize enterprises that offer excellent customer services and products, as well as their accomplishments in the industry. The Awards also aim to acknowledge their efforts in promoting Hong Kong as a world-class metropolitan.

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

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

Tiffany Cheung / Mandy Chan / Cherrie Lam

Tel: 2975 3601 / 2975 3602 / 2975 3798

Fax: 2595 0797

E-mail: [tiffany\\_cheung@sasa.com](mailto:tiffany_cheung@sasa.com) / [mandy\\_chan@sasa.com](mailto:mandy_chan@sasa.com) / [cherrie\\_lam@sasa.com](mailto:cherrie_lam@sasa.com)

#### **iPR Ogilvy Ltd.**

Callis Lau / Janette Lo / Jenny Yung / Janis Lai

Tel: 2136 6952 / 3920 7647 / 3920 7634 / 3920 7646

Fax: 3170 6606

E-mail: [callis.lau@iprogilvy.com](mailto:callis.lau@iprogilvy.com) / [janette.lo@iprogilvy.com](mailto:janette.lo@iprogilvy.com) /  
[jenny.yung@iprogilvy.com](mailto:jenny.yung@iprogilvy.com) / [janis.lai@iprogilvy.com](mailto:janis.lai@iprogilvy.com)