

[For Immediate Release]



**Dr. Simon Kwok, Sa Sa’s Chairman and Chief Executive Officer, Named
“Entrepreneur of the Year” by *CAPITAL Entrepreneur***

**Led the Group’s Steady Development through
Spirit for Innovation and Advancement**

(27 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 Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group, was named “Entrepreneur of the Year” by *CAPITAL Entrepreneur*, testifying to his outstanding leadership and pragmatic approach to corporate governance, as well as his spirit for innovation and commitment to the society.

Over the past 35 years, Dr. Simon Kwok has been working relentlessly while seeking innovation and advancement, and has led Sa Sa to become the largest cosmetics retail chain in Asia. While developing the Group’s business, Dr. Kwok has also spared no effort on philanthropy, and constantly encourages staff to participate in a variety of charitable events. All staff members in the Group shared the excitement of Dr. Kwok’s recognition as “Entrepreneur of the Year”.

Looking ahead, the Group will continue to strengthen its service-oriented corporate culture to further enhance its competitive edge on servicing. The award also encouraged the Group to realize higher standards in management and operations in order to promote development of the cosmetics industry in the region and at the same time contribute to the community.



Dr. Simon Kwok (left), *BBS, JP*, Sa Sa's Chairman and Chief Executive Officer, received the "Entrepreneur of the Year" award by CAPITAL Entrepreneur from Mr. Raymond Yip (right), Assistant Executive Director of the Hong Kong Trade Development Council.

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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 "Entrepreneur of the Year" Award by CAPITAL Entrepreneur

The "Entrepreneur of the Year" Award by CAPITAL Entrepreneur aims to honor outstanding entrepreneurs, and recognize their contribution to the industry and community. Assessment criteria include entrepreneurial spirit, business achievement, innovation, personal integrity and influence, as well as business strategy and direction.

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