

[For Immediate Release]



**Sa Sa named Best Investor Relations Company (Hong Kong)
by *Corporate Governance Asia* for the second consecutive year**

(8 April 2013 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, announced that it was named the Best Investor Relations Company (Hong Kong) for the second consecutive year by *Corporate Governance Asia* in the 3rd Asian Excellence Recognition Awards.

Sa Sa has devoted its efforts to building long-term and close relationships with investors by establishing multiple communication platforms which enable timely feedback to investors' inquiries and facilitate the Group's management and its Board of Directors to gather investors' opinions for ongoing review and improvement. This accolade indicates acknowledgment of the Group by the investment community, and shows the Group's investor relations management ranks in the forefront along with renowned enterprises in the Asia region.

Looking ahead, the Group will continue to enhance corporate governance and transparency at all levels, maintain open and timely dialogue with investors and shareholders, and contribute to the development of the industry and community as a good corporate citizen.



Ms. Mandy Chan (left), Sa Sa's Corporate Communications Manager, received the award from Mr. Aldrin Monsod, Publisher and Managing Director of *Corporate Governance Asia*, at the award presentation ceremony at Renaissance Harbour View Hotel, Hong Kong, in late March 2013.

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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 “Asian Excellence Recognition Awards” by Corporate Governance Asia

The Asian Excellence Recognition Awards, organized by *Corporate Governance Asia*, an authoritative journal on corporate governance in the region, recognize excellence in investor communications, business ethics, corporate social responsibility, environmental practices and financial performance. The evaluation is based on combined scores from readers’ feedback and interviews conducted with investors.

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