



Sa Sa Named Asia Top 25 & the Greater China Top 20 Best Investor Relations Enterprises by *IR Magazine*

(29 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 the Group was first named by the authoritative *IR Magazine* as the Asia Top 50 Best Investor Relations Enterprises in its Investor Perception Study Asia 2012/13, landing at the 25th place. The Group also ranked the 20th among the Greater China Top 30 Best Investor Relations Enterprises, a significant jump from the 43rd place in the previous year.

Besides, the Group was shortlisted in a number of rankings by *IR Magazine*:

- Sa Sa ranked the 5th in Best Investor Relations by a Hong Kong Company;
- Sa Sa ranked the 8th in Grand Prix for Best Overall Investor Relations – Mid or Small Cap in the Greater China;
- Sa Sa ranked the 5th in Best in Sector – Consumer Goods & Services in the Greater China and the number of votes the Group received this year doubled from 66 to 131;
- Mr. Guy Look, the Group's CFO and Executive Director, ranked the 7th in Best Investor Relations by a CFO – Hong Kong;
- Ms. Tiffany Cheung, Director of Corporate Communications and Investor Relations, ranked the 5th in Best Investor Relations Officer – Hong Kong.

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's effort on investor relations in the past year by the investment community, and shows the Group's investor relations practice reached international level.

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 strive to uphold the highest standard of investor relations in the future.

About "Investor Perception Study" by *IR Magazine*

The *IR Magazine* rankings are determined by an independent survey of investors and analysts in Asia, who are asked to vote for their favorite company in each category. A total of 436 respondents took part in the survey this year.

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