



Sa Sa Launches New Corporate Website Further Strengthening Communication with All Parties

(13 June 2013 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, launched an all new corporate site (<http://corp.sasa.com>) today. With significant improvements in aesthetics and practicality, the site strengthens the Group's communication with customers, investors, as well as internally within the Group. It also provides the most up-to-date information about the Group and its products in a more effective manner, demonstrating the diversity of Sa Sa's retail services.

The site is built around the limitless, colourful and varied world of cosmetics, which symbolizes the Group's pursuit of beauty and its continuous business expansion. The new interface caters the needs of different users, with features including:

- Webpage profile of Sa Sa's exclusive brands and brands around the world at a glance
- Quick access to store locator on the top of the page and introduces the Group's flagship stores in different regions and provides store images
- Links to the Group's various social media platforms, allowing the public to access Sa Sa's most up-to-date promotions and information
- The Group's stock price and details are on the top of each web page for investors' easy reference
- Photo Gallery of the flagship and specialty stores is added to the Newsroom page, which showcases the glamorous decoration of Sa Sa stores
- An "Events" column is added to the Sa Sa Newsroom page, where all parties can stay connected to Sa Sa's latest events

The new online platform aims to strengthen communication between Sa Sa and different parties. This enables the public to grasp the latest corporate development of Sa Sa in an efficient and systematic fashion, and also enhances the transparency of the Group's operations so as to strengthen its leading position in Asia.

QR Code:



New Look and Feel of Sa Sa's Corporate Site:

