



**Sa Sa Received “The Most Popular Hong Kong and Macau Brand – 2013 Tourists’ Favourite, Starlight Award”  
Quality Products and Attentive Services Won the Hearts of Customers**

(19 September 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 awarded by China Media Network (“CMN”) and Hong Kong and Macau Individual Visit Scheme Organizing Committee with “The Most Popular Hong Kong and Macau Brand – 2013 Tourists’ Favourite, Starlight Award”.

The Most Popular Hong Kong and Macau Brand 2013 is co-hosted by CMN and Hong Kong and Macau Individual Visit Scheme Organizing Committee, and it is part of the event series of 2013 Hong Kong and Macau Individual Visit Scheme program. The scope of candidates covers over 200 outstanding brands across more than 20 industries in the Hong Kong and Macau region. After public voting on CMN’s official website and evaluation by media outlets, Sa Sa was chosen as the recipient of “The Most Popular Hong Kong and Macau Brand - 2013 Tourists’ Favourite, Starlight Award”.

The award represents another testimony to Sa Sa’s quality products and services. The Group will continue to adhere to its customer-centric philosophy and offer diversified, trendy, high value-for-money products and attentive services to create an extraordinary shopping experience for customers and drive the development of the cosmetics industry in Asia.



The award ceremony was held at The Westin Guangzhou Hotel.

Ms. Sharon Law, Manager of Corporate Communications of Sa Sa International Holdings Limited (right), received the award on the Group’s behalf.