



**Sa Sa's "Building Our Beauty Empire" Annual Report 2011/12
Won Four Notable Awards in the 2013 International ARC Awards**



(7 October 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's "Building Out Beauty Empire" Annual Report 2011/12 has recently won four notable awards in the *2013 International ARC Awards*:

International ARC Awards	Competition Categories
Silver	Retail Category: Illustrations
Silver	Fragrances and Beauty Aids Category: Cover Photo/Design
Honors	International Retail Category: Traditional Annual Report
Honors	International Retail Category: Interior Design

The annual *International ARC Awards* are organized by independent awards organization, MerComm, Inc., and are reputed to be the "Oscars" for annual reports. This year, the competition received over 2,260 entries from 34 countries across the world. All annual reports were judged by a field of communications professionals on criteria including the cover design, chairman's statement, interior design, clarity of written text, presentation of corporate information and financial data, and how well the spirit of the organization is communicated. Gold, Silver, Bronze and Honors awards were presented to the top 30% based on average scores in aspects of creativity, clarity, effectiveness and performance in professional communications.

Ms. Tiffany Cheung, Director of Corporate Communications and Investor Relations of the Group, said, "The multiple awards on our annual report at such a credible international competition is the result of the Group's outstanding corporate governance direction and the combined effort of various departments. The accolades are recognition of Sa Sa's professionalism by the communications industry, and will also motivate us in our pursuit of excellence as we continue to maintain high standards in corporate communications and investor relations."

About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. The Group operates over 270 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 2013. 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 International ARC Awards

Organized by MerComm, Inc., the International ARC Awards Competition has been the largest competition honoring excellence in annual reports since 1987 and is widely acclaimed as "Oscar" for annual reports. Globally renowned for its openness and fairness, the International ARC Awards sets the highest standard for annual reports, attracting more than 1,000 enterprises, government departments, non-profit organizations and other organizations to participate every year. This year, a total of 2,260 enterprises from 34 countries entered the competition, including many renowned MNCs such as Coca Cola, General Motors, GE, Hutchison Whampoa, CLP, Walmart from USA, and Samsung from South Korea, etc.

For further information, please visit <http://corp.sasa.com> or contact:

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