



**Sa Sa Received 2013 “Quality Tourism Services Merchant” Gold Award and  
“Outstanding Quality Tourism Services Merchant Service Staff Award”  
from Quality Tourism Services Association**

**Focus on Professional Training to Provide Attentive Service for Customers**

(11 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 has received the 2013 “Quality Tourism Services (QTS) Merchant” Gold Award of the Cosmetics, Personal Care Products and Specialty Store category by the Quality Tourism Services Association (“QTSA”). In addition, staff members of Sa Sa, Ms. Vivi So and Ms. Joan Yeung have won the “Outstanding QTS Merchant Service Staff” Gold and Silver Awards respectively.

Over the past 35 years, Sa Sa has pioneered the open-shelves display concept and the one-stop self-served shopping pattern to provide customers with a high value-for-money shopping experience. The Group successfully established itself as a leading “one-stop cosmetics specialty store” in Asia, as well as the preferred shopping destination for tourists from various countries. Sa Sa has been committed to its customer-centric philosophy, and its constant pursuit of excellence in business operation has influenced every staff member. The Group’s efforts have been widely recognized in the service industry over the years.

Looking ahead, the Group will continue to strengthen its service-oriented corporate culture, and enhance the overall service standards through a series of staff training along with internal and external service monitoring schemes. The Group will also continue to improve the effectiveness of its customer service mechanisms for front-line staff to relay customer feedback to management in an even timelier manner, in order to ensure prompt and responsive measures with the intention of providing customers with a quality one-stop shopping experience.



Mrs. Melody Chan, Director of Corporate Strategy and Development, received the “Quality Tourism Services (QTS) Merchant” Gold Award on the Group’s behalf at the “QTSA Annual Dinner 2013”.



Sa Sa’s two staff members Ms. Vivie So (right) and Ms. Joan Yeung (left) won the “Outstanding QTS Merchant Service Staff” Gold and Silver Awards respectively.

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