

[For Immediate Release]



Sa Sa won the "Citation for Corporate Governance Disclosure Award" in HKMA's "2013 Best Annual Reports Awards"

(25 November 2013 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retail group, is pleased to announce its latest honor of the "Citation for Corporate Governance Disclosure Award" in the "2013 Best Annual Reports Awards" organized by the Hong Kong Management Association ("HKMA").

The HKMA Best Annual Reports Awards competition has been held annually since 1973 to encourage the publication of accurate, informative and well presented reports and accounts for shareholders, stakeholders, employees and the general public. It recognizes and honors companies and organizations for their achievement in producing such reports. Sa Sa's sound corporate governance and good disclosure of corporate information, as recognized by different stakeholders, is further cemented by the "Citation for Corporate Governance Disclosure Award".

Sa Sa would not have been able to receive such an honor from the credible annual report competition without the Group's outstanding corporate governance directive or the concerted efforts of various departments. This accolade is a recognition of Sa Sa's professionalism by the communications industry. Looking into the future, the Group will continue to uphold high standards of its investor relations practices, to maintain timely, effective and transparent bilateral communication, and to upkeep its quality and long-term relationships with the investment community.



Mr. Guy Look, Executive Director & CFO of Sa Sa International Holdings Limited attended the award ceremony and received the award.

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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 the "Citation for Corporate Governance Disclosure Award" of the Hong Kong Management Association's The Best Annual Reports Awards

The Best Annual Reports Awards is an annual competition organized by the Hong Kong Management Association and co-organized by South China Morning Post. It aims at commending companies and non-profit organizations for informative, user-friendly and well-presented disclosure of information through annual reports. The award encourages companies to produce annual reports and financial reports that are detailed and concise for the benefit of shareholders, employees and individuals who are interested in participating in company results announcements events.

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

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