



**Sa Sa Won “Top 10 Prestigious Corporate Brand Awards” for the 7<sup>th</sup> Consecutive Year  
Also Won Four Accolades Including “Best Socially Responsible Employer” Award**

(5 December 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 was awarded with four accolades in the “Prestigious Corporate Brand Awards 2013”. The Awards testified Sa Sa’s outstanding performance in brand building and corporate management, as well as the Group’s effort in promoting corporate social responsibility.

Established in 2007 and co-organized by Ming Pao and the Chinese University of Hong Kong’s Master of Science Programme in Marketing, the Awards continue to promote the awareness and importance of brand building among the business community, encourage enterprises to strengthen brand positioning and maintain competitiveness. Sa Sa was honoured with the following awards in 2013:

1. Judging Panel Grand Prize – Top 10 Prestigious Corporate Brands
2. Best Socially Responsible Employer
3. Hong Kong Consumers’ Most Favorable Retail Brands
4. PRC Consumers’ Most Favorable Hong Kong Brands

The Awards employ a comprehensive brand assessment through rigorous and fair judging procedures and large-scale consumer opinion surveys to recognize outstanding corporate brands in Hong Kong and China.

Looking ahead, Sa Sa will continue to stay devoted to its customer-centric philosophy, strive to enhance the quality of its services, as well as strengthen its brand awareness and product mix. The Group will adopt flexible marketing strategy to support the sustainable growth of Sa Sa and consolidate the Group’s leading position in the industry in Asia. At the same time, the Group will continue to fulfill its corporate social responsibility proactively through incorporating the principles of environmental protection and corporate citizenship into its business decision-making process. The management will lead by example and encourage employees to participate in social welfare activities that contribute to the community.

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Sa Sa’s Chairman and CEO Dr. Simon Kwok (right) and Vice-Chairman Dr. Eleanor Kwok (left) attended the award ceremony of “Prestigious Corporate Brand Awards 2013” to celebrate the Group’s remarkable success in winning four notable awards at the election.



Ms. Melody Kwok-Chan, Director of Corporate Strategy and Development of Sa Sa (right) accepted the “Judging Panel Grand Prize – Top 10 Prestigious Corporate Brands” award on the Group’s behalf.

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Ms. Joanna Lam, Sa Sa's Vice President, Human Resources (right) accepted the “Best Socially Responsible Employer” award on the Group's behalf.



Ms. Scarlett Lee, Sa Sa's Vice President, Sales Operations – Hong Kong & Macau (right) accepted the “Hong Kong Consumers' Most Favorable Retail Brands” and “PRC Consumers' Most Favorable Hong Kong Brands” awards on the Group's behalf.