



Sa Sa Was First Shortlisted for Multiple Awards Categories at the IR Magazine Awards & Conference–Greater China 2013 Up to 11th in the Greater China Ranking

(9 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 it is the first time for the Group to receive three awards short-listings at the IR Magazine Awards & Conference – Greater China 2013, which was amongst a total of 12 Hong Kong companies being short-listed. Sa Sa ranked the 11th in the Greater China Ranking, up from 20th last year. These indicate the Group's outstanding performance in investor relations is highly regarded by the capital market, investors and analysts.

The Group was short-listed for the following award categories:

- Top 4 in the category of Best Investor Relations by a Hong Kong Company
- Top 4 in the category of Best in Sector – Consumer Goods & Services (including retail) in Greater China
- Top 4 in the category of Grand Prix for Best Overall Investor Relations – Mid or Small Cap in Greater China

Sa Sa has strived to establish long-term and close relations with investors. Looking ahead, the Group will continue to uphold international standards of investor relations practices through maintaining timely, effective and transparent two-way communication, and thereby continuing quality and long-term relationships with the investment community.



On the Group's behalf, Ms. Tiffany Cheung (far right), Sa Sa's Director of Corporate Communications and Investor Relations accepted the Certificate of Excellence in Investor Relations from Mr. Justin Reynolds, Managing Director, Asia Pacific of Ipreo.

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