



**Sa Sa Honoured with Three Accolades from the
Hong Kong Retail Management Association**

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***Exclusive Brand La Colline Specialty Store Won “Excellence Award”
for the Second Consecutive Year***

***Named “Beauty Products / Cosmetics Category - Service Retailer of the Year”
for the Ninth Consecutive Year***

***Sa Sa’s Store Assistant Supervisor Won “Beauty Products / Cosmetics Category -
Service and Courtesy Award” at Supervisory Level***

(10 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 has received three accolades – “Excellence Award”, “Beauty Products / Cosmetics Category - Service Retailer of the Year” and “Beauty Products/Cosmetics Category - Service and Courtesy Award” at Supervisory Level from the Hong Kong Retail Management Association’s “Mystery Shoppers Programme”.

Hosted by the Hong Kong Retail Management Association, the “Mystery Shoppers Programme” aims to assess the service quality of retail operators through arranging mystery shoppers to visit the stores and recognize outstanding retail operators for the quality of their service. Since its launch in 1996, the programme has been well-recognized and supported by the industry.

Sa Sa is committed to provide customers with quality and diversified beauty solutions, its exclusive brand La Colline specialty store stood out among 175 retail outlets in Hong Kong and won the “Beauty Products / Cosmetics Category - Service Retailer of the Year” for the ninth consecutive year and “Excellence Award” for the second consecutive year. This proves that Sa Sa’s commitment in creating an extraordinary shopping experience for customers has always been highly respected in the industry. In addition, Sa Sa’s Store Assistant Supervisor, Ms. Yuki Chan, embodied the Group’s quality service philosophy through serving customers wholeheartedly, and providing attentive service to cater to the needs of the customers. She was awarded the “Beauty Products / Cosmetics Category – Service and Courtesy Award” at Supervisory Level.

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Dr, Simon Kwok, *BBS, JP*, Chairman & CEO (sixth from right) and Dr. Eleanor Kwok, *BBS*, Sa Sa's Vice-Chairman (sixth from left), together with Mr. Guy Look, Chief Financial Officer and Executive Director of the Group (fifth from right) and Ms. Mary Suen (first from right), Director of Training and People Development of the Group, attended the awards presentation ceremony and shared a celebratory moment with colleagues of Sa Sa.



Dr, Simon Kwok, *BBS, JP*, Chairman & CEO (right) and Dr. Eleanor Kwok, *BBS*, Sa Sa's Vice-Chairman (left) were present at the award ceremony to congratulate Sa Sa's Store Assistant Supervisor Ms. Yuki Chan (centre), who won the "Beauty Products / Cosmetics Category - Service and Courtesy Award" at Supervisory Level.



Mr. Guy Look (Left), Chief Financial Officer and Executive Director of the Group, received the “Excellence Award” on the Group’s behalf.



Ms. Mary Suen (Left), Director of Training and People Development of the Group, received the “Beauty Products / Cosmetics Category - Service Retailer of the Year” on the Group’s behalf.

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