



**Sa Sa Received Its First “Customer Service Excellence Award 2013
(Team Award) – Silver Award in Counter Service” from
The Hong Kong Association for Customer Service Excellence**

(22 January 2014 – 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 Sa Sa for the first time, has won the Silver Award in Counter Service at the Customer Service Excellence Award 2013 organized by the Hong Kong Association for Customer Service Excellence.

The Hong Kong Association for Customer Service Excellence is committed to enhancing customer service standards of Hong Kong and its members. Established for over 10 years, the Customer Service Excellence Award is widely recognized and supported by different industries. It aims to commend outstanding companies and employees, and promote quality customer service culture among member companies. The judging criteria of the awards include service strategy, strategy deployment, operational planning, performance monitoring system and environment for innovation. Sa Sa’s new Tsing Yi branch was selected as the winner of the Silver Award in Counter Service among numerous participating companies. The store’s success was the result of collective effort by its staff, who embodied the Group’s customer service philosophy and provided attentive service to fulfill the needs of each customer.

Looking ahead, Sa Sa will continue to strengthen its service-oriented corporate culture and to enhance overall service standards. The Group will also continue to improve its effective customer service mechanisms for front-line staff to relay customer feedback to management in a timely manner, so as to ensure prompt and responsive measures and offer extraordinary shopping experience to customers.

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Sa Sa's Director of Training and People Development Ms. Mary Suen (first right), Operations Manager and Store Supervisor of the new Tsing Yi branch, Ms. Eva Fung (first left) and Ms. Picky Pang (center) received the award from the Commissioner of Tourism Mr. Philip Yung (second from left) and HKACE Treasurer Ms. Liza Ng (second from right).



(From right) Sa Sa's Director of Training and People Development Ms. Mary Suen, Operations Manager of the new Tsing Yi branch Ms. Eva Fung, Beauty Consultant Ms. Katherine Lam, Store Supervisor Ms. Picky Pang, Beauty Consultant Ms. Maggie Wong, Store Supervisor Ms. Monica Chan, Senior Business Development Manager Mr. Davis Chan and Manager of Training and People Development Ms. Veronica Li shared a celebratory moment.

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