



**Sa Sa Named “The Most Favourite Cosmetics Chain by Mainland China Visitors”
at the 8th “metroBOX Prime Awards for the Best Brand Enterprise in Greater China”**

(24 February 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 the Group was named “The Most Favourite Brand by Mainland China Visitors – Cosmetics Chain” at the 8th “metroBOX Prime Awards for the Best Brand Enterprise in Greater China”, testifying the Group’s outstanding brand development and customer service quality in the Greater China region.

The awards are jointly organized by *metroBOX Magazine* and *Guangzhou Metro Daily*, and supported by *Hong Kong Metro Daily*. The “metroBOX Prime Awards for the Best Brand Enterprise in Greater China” aim to honor enterprises which have shown excellence in brand development and service quality management in the Greater China region. The organizers also strive to provide an interactive platform for the winning enterprises at the award ceremony, to enable industry players to stay at the forefront of market trends and to offer higher quality services and products for tourists.

Looking ahead, Sa Sa will continue to adhere to its customer-centric philosophy, strive to enhance service quality, strengthen brand recognition and product portfolio, while offering diversified, trendy, high value-for-money products as well as attentive services. These will create an extraordinary shopping experience for customers, so as to support the Group’s sustainable growth and solidify its leading industry position in Asia.

Sa Sa Named "The Most Favourite Cosmetics Chain by Mainland China Tourists"
at the 8th "metroBOX Prime Awards for the Best Brand Enterprise in Greater China"
24 February 2014 / Page 2



Ms. Irene Chung, Marketing Manager of Sa Sa International Holdings Limited, attended the award ceremony of the 8th "metroBOX Prime Awards for the Best Enterprise in Greater China" on the Group's behalf.

- End -