



**Dr. Simon Kwok, Chairman and Chief Executive Officer of Sa Sa
Selected into the “Who’s Who Leadership Award Scheme” by
Asian College of Knowledge Management in its First Year Running**

(3 March 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 Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of Sa Sa, was selected into the “Who’s Who Leadership Award Scheme” by the Asian College of Knowledge Management in its first year running. The accolade is in recognition of Dr. Simon Kwok’s extraordinary leadership and pragmatic corporate governance style, as well as his professional expertise and contribution to the society.

Dr. Simon Kwok has diligently dedicated his efforts to his profession for over 30 years. He strives for innovation and has led Sa Sa to become Asia’s leading cosmetics retailing group. In addition to business development, Dr. Kwok also devotes to giving back to the community by proactively engaging in corporate social responsibilities and participating in charity services. Further, he often encourages his employees to participate in charity events and offer help to people in need.

Looking ahead, the Group will continue to strengthen its service-oriented corporate culture and enhance overall service standards. At the same time, the Group will stay committed to achieving higher management and operation standards, promoting the development of cosmetics retailing within the region, as well as contributing to the society.



Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of Sa Sa (left) received the Asian College of Knowledge Management “Who’s Who Leadership Award Scheme” Honorary Certificate presented by Dr. Jeffrey Lam, Executive Council Member and Chinese People’s Political Consultative Conference (“CPPCC”) National Committee member (right).

