



**Dr. Eleanor Kwok, Sa Sa's Vice-Chairman,
Selected as one of the 50 "Asia's Power Business Women" by *Forbes Asia***

**In Recognition of Her Spirit of Innovation and Advancement
Which Led to the Group's Steady Development**

(5 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. Eleanor Kwok, *BBS*, Vice-Chairman of the Group, was named one of the 50 "Asia's Power Business Women" by *Forbes Asia*. Dr. Eleanor Kwok is also the first female in the Hong Kong cosmetics retailing industry to enter the list.

For more than thirty years, Dr. Kwok has dedicated herself to developing Sa Sa into Asia's largest cosmetics retailing group with spirit of innovation and advancement. While developing the Group's business, Dr. Kwok has been devoted to fostering talent through professional internal training programmes, as well as setting an example by actively participating in charitable events.

Dr. Eleanor Kwok expressed, "I am deeply honoured to be selected into the list with other outstanding women from across Asia, which testified the combined effort by everyone at Sa Sa. I always believe in advancement and overcoming difficulties with perseverance to drive the Group's development. Looking ahead, we will stay committed to making steady progress in Sa Sa's development with this belief. We will also fulfill our corporate social responsibility and actively give back to the community."



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