



**Sa Sa named *China Free Walkers' Choice of East Week Magazine's Hong Kong Service Awards* for the Sixth Time**

**Professional Training to Provide Quality Service for Customers**

(20 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 the Group has been recognized as the *China Free Walkers' Choice* at the *Hong Kong Service Awards 2014* organized by *East Week Magazine*. This marks the sixth time the Group has received this recognition since 2007.

Throughout the years, the Group has adhered to its customer-centric and sincere approach, whilst sourcing quality products from around the world to create an extraordinary shopping experience for its customers. Looking ahead, the Group will continue to strengthen its service-oriented corporate culture and enhance overall service standards through a series of professional staff training as well as internal and external service monitoring schemes, so as to fully meet the needs of both tourists and local customers.



Ms. Joanna Lam, Vice President of Human Resources from Sa Sa (left) received the award from Ms. Kwan Wai-ling, Publisher of *East Week Magazine* (right).

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