



**Sa Sa Named “Retail Asia-Pacific Top 500” by *Retail Asia Magazine*  
for the 11<sup>th</sup> Consecutive Year**

(28 July 2014 – HONG KONG) **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178), Asia’s leading cosmetics retailing group, announced that the Group was named “Retail Asia-Pacific Top 500” by *Retail Asia Magazine*, a credible magazine in Asia, for the 11<sup>th</sup> consecutive year. Sa Sa’s ranking rose from 248<sup>th</sup> in 2013 to 236<sup>th</sup> in 2014. In addition, the Group continued to be accredited as one of the “Hong Kong Top 10 Retailers”, ranking at 7<sup>th</sup> place, same as the previous year. Both rankings once again recognize the Group’s leading position in Asia’s cosmetics retailing industry.

The rankings were based on research data drawn from Euromonitor International and analysts across 14 Asia Pacific economies. Retailers were assessed with criteria including the retailer’s total sales in the region, number and size of retail outlets, as well as sales per square meter. Being named one of the “Retail Asia-Pacific Top 500” for 11 consecutive years demonstrates Sa Sa’s excellent sales results and outstanding performance.

“We are very honored to be named one of the leading 500 retailers by *Retail Asia Magazine* again,” said Dr Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of Sa Sa. “Being included in this ranking for more than a decade since its establishment is truly a testimony to Sa Sa’s efforts in driving business growth and strengthening corporate governance. It also demonstrates that the Group’s achievements have gained wide recognition from the industry and global markets.”

Sa Sa will continue to adhere to its customer-centric philosophy in pursuit of excellence, strive to enhance service quality, strengthen brand recognition and product mix, and continue to drive sales growth so as to consolidate its industry-leading position in the Asia Pacific region.



– End –