



**Sa Sa named Best Investor Relations Company (Hong Kong)  
by *Corporate Governance Asia* for the third consecutive year**

(30 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 it was named the Best Investor Relations Company (Hong Kong) for the third consecutive year by *Corporate Governance Asia* in the 4<sup>th</sup> Asian Excellence Recognition Awards.



**Best  
Investor Relations  
Company**

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Sa Sa is committed to continuously advancing the standards in its multiple communication platforms in a bid to maintain long-term and close relationships with investors, shareholders and other stakeholders. Through timely, effective and two-way communication, investors gain better understanding of the Group's business and strategies. The platforms also facilitate the Group's management and its Board of Directors to gather investors' opinions for ongoing review and improvement. Looking ahead, the Group will continue to strengthen corporate governance and transparency at all levels, maintain open and timely dialogue with stakeholders, and contribute to the development of the industry and community as a good corporate citizen.

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