



**Sa Sa Received Six Rankings in the  
“2014 All-Asia Executive Team Rankings” by *Institutional Investor Magazine*  
and was Named “Asia’s Most Honored Company”**

(19 September 2014 – HONG KONG) **Sa Sa International Holdings Limited** (“Sa Sa” or “the Group”, stock code: 0178) received six rankings in “2014 All-Asia Executive Team Rankings” by *Institutional Investor Magazine*, and was named “Asia’s Most Honored Company”.

“2014 All-Asia Executive Team Rankings” is an annual ranking of leading companies and executives in Asia with outstanding performance. The rankings this year are based on a survey of 861 portfolio managers and buy-side analysts and 659 sell-side analysts. Voters are invited to nominate up to four companies and executives that demonstrate excellence in each of eight Investor Relations characteristics or performance attributes. Votes were aggregated to produce buy- and sell-side rankings for Best CEO, Best CFO, Best Investor Relations Professional and Best Investor Relations Program for each sector.

Sa Sa and its key executives received the following rankings across various categories this year:

1. **Asia’s Most Honored Companies:** 48 companies were selected among all 145 nominated companies, and Sa Sa ranked 31<sup>st</sup> (2013: Honored Companies ranked 160<sup>th</sup>)
2. **Best Companies by Country:** ranked 6<sup>th</sup> in Hong Kong (2013: ranked 21<sup>st</sup>)
3. **Best Investor Relations (Consumer Sector):** 1<sup>st</sup> Place (nominated by the Sell Side)
4. **Best CFO (Consumer Sector):** 1<sup>st</sup> Place – Dr Guy Look, Chief Financial Officer and Executive Director (nominated by the Sell Side)
5. **Best Investor Relations Professional (Consumer Sector):** 2<sup>nd</sup> Place – Ms Tiffany Cheung, Director of Corporate Communications and Investor Relations (nominated by the Sell Side)
6. **Best CFO (Consumer Sector):** 3<sup>rd</sup> Place – Dr Guy Look, Chief Financial Officer and Executive Director (nominated by the Buy Side)

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