Sa Sa Won "Hong Kong Consumers' Most Favorable Retail Brands" and "PRC Consumers' Most Favorable Hong Kong Brands" at "Prestigious Corporate Brand Awards"

(15 December 2014 – HONG KONG) – Sa Sa International Holdings Limited ('Sa Sa' or the 'Group', stock code: 0178) was awarded "Hong Kong Consumers' Most Favorable Retail Brands" and "PRC Consumers' Most Favorable Hong Kong Brands" once again at the "Prestigious Corporate Brand Awards" co-organized by Ming Pao and the Chinese University of Hong Kong's Master of Science Program in Marketing. This marks the Group's eighth consecutive year to be recognized at these awards since 2007, and demonstrates the Group's brand strength and quality services are highly regarded by the market.

The "Prestigious Corporate Brand Awards" aim to honor the outstanding performances of Hong Kong and PRC enterprises on brand building and management, and their effort in promoting corporate social responsibility. Co-organized by academic organizations, the awards are highly independent by employing rigorous and fair judging procedures and large-scale consumer opinion surveys to recognize outstanding corporate brands in Hong Kong and China. The two awards received by Sa Sa were chosen by consumers in Hong Kong and by PRC visitors. Through an international market research company, the awards employ rigorous face-to-face consumer opinion surveys to investigate consumer preferences and frequency of use of brands in Hong Kong, as well as their favourite Hong Kong brands.

Ms. Agnes Lung, Sa Sa's Vice President, Marketing (centre) accepted the
"Hong Kong Consumers' Most Favorable Retail Brands" award on the Group's behalf.

Ms.Tiffany Cheung, Sa Sa's Director of Corporate Communications and Investor Relations (right)
accepted the "PRC Consumers' Most Favorable Hong Kong Brands" award on the Group's behalf.

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