



Sa Sa Wins ‘Best Overall Investor Relations (Small or Mid-Cap)’ and Three Awards at IR Magazine Awards – Greater China 2014

(5 January 2015 – HONG KONG) **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce that it won the Grand Prix for Best Overall Investor Relations (Small or Mid-Cap) and three other ‘best’ trophies at IR Magazine Awards – Greater China 2014, organised by the internationally respected *IR Magazine*. The Group also came sixth in the Top 10 Greater China ranking and it is the only Hong Kong listed company included amongst the Top 10 in Greater China. , This clearly shows the Group’s accountability and responsibility towards investors and the recognition of this by the investment community.

This year, Sa Sa prevailed in four award categories :

- **Grand Prix for Best Overall Investor Relations (Small or Mid-cap)**
- **Best in Sector - Consumer Discretionary**
- **Best Investor Relations by a Hong Kong Company**
- **Best Investor Relations Officer - Hong Kong (Tiffany Cheung, Director of Corporate Communications and Investor Relations)**



Dr Guy Look, CFO and Executive Director, and Tiffany Cheung, Director of Corporate Communications and Investor Relations of Sa Sa, welcomed the awards from the highly-respected IR Magazine Awards – Greater China 2014

Welcoming the awards, **Dr Guy Look, Chief Financial Officer and Executive Director of Sa Sa**, commented, “Sa Sa has been committed to communicating with individual and institutional shareholders effectively, efficiently and transparently. We are very delighted to be awarded the ‘Grand Prix for Best Overall Investor Relations (Small or Mid-cap)’, and Tiffany, our Director of Corporate Communications and Investor Relations won an individual honour. This is definitely a great encouragement to us. We will continue our investor relations work with the highest standards and promote our best practices, accounting to the investment community at large.”

“It is definitely a great honour to receive all these awards from *IR Magazine*,” **Tiffany Cheung, Director of Corporate Communications and Investor Relations of Sa Sa**, who herself was named the Best Investor Relations Officer in Hong Kong, said, “The support from the Board of Directors and our senior management are without doubt vital to our success. I’m very glad that our continuous endeavour to uphold IR standards and incorporate them into our corporate culture has yielded good results.”

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