



Sa Sa Receives “Big Data Analysis Award 2014 on Retails”

(23 January 2015 – HONG KONG) – **Sa Sa International Holdings Limited** (‘Sa Sa’ or the ‘Group’, stock code: 0178) announced it received “Big Data Analysis Award 2014 on Retails”. This is the first time Sa Sa has received such award from the China and Hong Kong Enterprise Market Development Association (“EMDA”), demonstrating the Group is progressive and forward-looking as it strives to generate better returns for its shareholders and investors, and is highly regarded by the market and academic community.

The awards are organised by the EMDA and co-organised by the Hong Kong Polytechnic University, with an aim to recognise enterprises in Hong Kong and Mainland China which adopts Big Data Analysis to explore business opportunities. The awards are assessed based on objective selection criteria. Ms Jen Lu, Senior Vice President, Information Technology of Sa Sa said, “Sa Sa has been committed to enhancing operational efficiency. With business span covering different regions of Asia and offering a large variety of products to meet manifold customer needs, the use of business intelligence system allows the Group to effectively control sales, inventory, marketing planning and customer demographics and other types of data. As a result, the management can compare this data against sales targets to flexibly adjust sales strategies.”



Ms Jen Lu, Senior Vice President, Information Technology of Sa Sa accepted the “Big Data Analysis Award 2014 on Retails” on behalf of the Group.