



Sa Sa First Awarded the “Hall of Fame Award” by East Week Magazine

(18 March 2015 – HONG KONG) **Sa Sa International Holdings Limited** (‘Sa Sa’ or the ‘Group’, stock code: 0178) is pleased to announce that the Group has been first awarded the “*Hall of Fame Award*” at the *Hong Kong Service Awards 2015*. In addition, the Group has been recognised as the “*Chinese Visitors’ Choice*” for the seventh time. This also marks the fifth consecutive year the Group has received such recognition, hence, the “*Outstanding Honorary Award*” was given to honor its outstanding performance. These three awards attest to Sa Sa’s excellent brand position and the market’s recognition of the Group’s quality customer service standards over the years.

This is the first time the Group has been recognised as the “*Hall of Fame Award*”, demonstrating that as a brand rooted in Hong Kong for 37 years, Sa Sa has strived to stay abreast of changes and has adhered to its customer-centric service philosophy in the ongoing pursuit of excellence. As a result, Sa Sa has established a leading position in Hong Kong and Asia. Looking ahead, the Group will continue its efforts to enhance service quality, so as to further solidify Sa Sa’s leading position in Asia’s cosmetics retailing market.

The *Hong Kong Service Awards* are organised by *East Week Magazine*. Themed “Garner Positive Energy to Create a New Phase”, the awards seek to recognise enterprises that strive to offer excellent services and products for its customers.



May Chan, Vice President, Human Resources and Training & People Development of Sa Sa (right) received the awards.