



## **sasa.com Topped the “2014 Weibo Ten Most Influential Hong Kong Corporations” List for the First Time**

(20 March 2015 – HONG KONG) **Sa Sa International Holdings Limited** (‘Sa Sa’ or the ‘Group’, stock code: 0178) announced that the official Weibo account of the Group’s online shopping platform **sasa.com** (<http://www.weibo.com/sasahongkong>) topped the “Weibo Ten Most Influential Hong Kong Corporations” List for the first time at the Weibo Star 2014 Award Ceremony hosted by Sina Hong Kong. With a total of over 2.12 million fans following its Weibo, Sa Sa has strived to build its market awareness in Mainland China through social media platforms. The award demonstrates the Group has gained popularity on Sina Weibo, one of the most prevalent social media platforms in the Chinese community, and highlights its growing brand influence.

Dr Guy Look, Sa Sa’s Chief Financial Officer and Executive Director said, “we are honoured that sasa.com topped the ‘2014 Weibo Ten Most Influential Hong Kong Corporations’ list. It is a recognition for our devotion to this very effective marketing platform. We would like to thank our fans for their support and our sasa.com team for their great effort. We will continue to enhance our brand’s influence by growing our online presence.”

The “Weibo Ten Most Influential Hong Kong Corporations” were ranked based on the performance of three areas on the Weibo platform, namely its activity, reach and coverage. After ranking sixth of the “Ten Most Influential Hong Kong Corporations” last year, the official Weibo of sasa.com topped this year’s list. The Weibo account of sasa.com uses the fans menu service to deliver new product recommendations, latest news and promotions to its fans. It makes use of Weibo’s private messages function as a tool for customer relationship management, as well as creating interactive games with attractive gifts for fans. These initiatives have successfully attracted a large number of followers.



Dr Guy Look, Sa Sa’s Chief Financial Officer and Executive Director (left) accepted the “2014 Weibo Ten Most Influential Hong Kong Corporations” award on behalf of the Group.



Dr Guy Look, Sa Sa’s Chief Financial Officer and Executive Director was on stage with other awardees of the “2014 Weibo Ten Most Influential Hong Kong Corporations” List..



Scan the QR code to follow the official weibo of sasa.com

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