



Sa Sa Wins ‘Overall Best IR Company - Mid Cap’ and Five Awards at the Inaugural HKIRA Investor Relations Awards

Chairman and CEO Dr Simon Kwok named Best IR by Chairman/ CEO CFO Dr Guy Look named Best IR by CFO

(8 May 2015 – HONG KONG) **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce that it was awarded the “Overall Best IR Company” and five other awards in the mid-cap category at the inaugural Investor Relations Awards organised by Hong Kong Investor Relations Association (“HKIRA”). Among the awards, Dr Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group won “Best IR by Chairman/ CEO” and Dr Guy Look, Chief Financial Officer and Executive Director of the Group won “Best IR by CFO”. The awards testify to the recognitions from the local and overseas investment community to the Group’s commitment to foster investor relations and promote excellence in IR practices.

Sa Sa received the following prizes in the **mid-cap** category:

- **Overall Best IR Company**
- **Best IR Company**
- **Best IR by Chairman/CEO - Dr Simon Kwok, Chairman and Chief Executive Officer**
- **Best IR by CFO - Dr Guy Look, Chief Financial Officer and Executive Director**
- **Best IRO - Tiffany Cheung, Vice President of Corporate Communications and Investor Relations**
- **Best IR Presentation Collaterals**

Welcoming the awards, **Dr Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of Sa Sa**, said, “I am delighted that the Group received a number of awards from HKIRA as recognitions to our efforts. Investor relations plays an important role in strengthening our corporate governance culture as well as gaining support from our shareholders and the investment community, it is very much part of our stakeholders engagement efforts and allow us to achieve sustainable business development. The support from the Board of Directors and our colleagues is also a key to our success. I hope that the team will continue to pursue excellence and promote the best IR practices to the investment community.”

Dr Guy Look, Chief Financial Officer and Executive Director of Sa Sa, added, “We have always strived to communicate effectively with all investors, and uphold timely, fair and transparent corporate governance and financial disclosure. We are honoured to be awarded corporate and individual awards at the first Investor Relations Awards, which have added to the testimonials from the local and international investment community about our serious commitment to investor relations. We will continue to make ongoing improvements in this area.”



Dr Guy Look, CFO and Executive Director (front row, sixth from right), and Tiffany Cheung, Vice President of Corporate Communications and Investor Relations (front row, fifth from right) of Sa Sa, received “Overall Best IR Company - Mid Cap” and Five Awards at the Inaugural KIRA Investor Relations Awards.



Dr Simon Kwok, Chairman and Chief Executive Officer (middle), Dr Guy Look, CFO and Executive Director (left), and Tiffany Cheung, Vice President of Corporate Communications and Investor Relations (right) of Sa Sa, welcomed a number of accolades from the Inaugural HKIRA Investor Relations Awards.

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