



## **Sa Sa Becomes Tencent's First Global Partner in Introducing Cross-Border Offline Payment**

### **Launches WeChat Payment to Enhance Shopping Experience**

(17 June 2015 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178) announced that the Group cooperates with TenPay of **Tencent Holdings** ('Tencent', stock code: 0700) to launch WeChat Payment in approximately 100 Sa Sa stores in Hong Kong today, becoming Tencent's first global partner in introducing cross-border offline WeChat Payment. The pioneering act is expected to turn over a new leaf in the development of offline mobile payment.

The Group has been committed to promoting O2O business in the last year, with the aim of providing customers with a more comprehensive shopping experience involving multiple channels and touch points. The launch of cross-border offline WeChat Payment does not only prove the Group's commitment in enhancing the standard of its services, but also lays a key milestone in the development of the Group's O2O business. The Group will continue to introduce new O2O experiences that are convenient to customers so that the Group will be able to seize opportunities and expand its business under progressive deployment of different O2O shopping experiences.

Under Sa Sa's WeChat Payment scheme, customers will receive a WeChat Red Envelope of RMB10 upon a purchase of HK\$100 settled by WeChat Payment on smartphones during the promotion period.

**Dr Guy Look, Chief Financial Officer and Executive Director of Sa Sa** said, "Making good use of technology is the key for local retailers to effectively enhance services and meet the shopping needs of customers under the ever-changing trend of Internet and mobile communications technology. As Tencent's first partner in introducing cross-border offline WeChat Payment, we believe that more customers will adopt this innovative mobile payment upon full launch of such service. Customers can enjoy a more convenient and pleasant shopping experience without the need of carrying cash or credit cards."

**Tencent Tenpay** said, "We hope to provide mainland users of WeChat with a more convenient payment method for shopping in Hong Kong through our partnership with Sa Sa. Meanwhile, Sa Sa's extensive retail network throughout Hong Kong as well as its diverse customer base will enable us to effectively promote WeChat Payment, with the aim of extending such innovative mobile payment to other retailers and eventually gaining popularity in Hong Kong. The application of WeChat Payment will be expanded to the rest of the world following the footprint of Chinese tourists. "



Sa Sa introduces a number of WeChat Payment offers to promote such an innovative payment method

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