



## Sa Sa Opens Store on Suning's Online Marketplace

### Win-win Partnership to Develop Cross-border E-Commerce

(8 September 2015 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178) announced the opening of Sa Sa store on Suning's online marketplace (<http://hk.suning.com>) today. Customers from the mainland China will be able to enjoy shopping online with more than 600 international brands of make-up and skin care products at competitive prices offered by Sa Sa.

Sa Sa has been exploring the online business proactively over the past 15 years since the establishment of its e-commerce platform sasa.com in 2000. To grasp this huge opportunity, Sa Sa spared no effort to improve its service by introducing innovative, convenient and supreme shopping experience. In recent years, the Group has started to develop its O2O business to strengthen the cooperation between online platform and physical stores and to leverage on the capability of its online marketing to highlight the attractive product offerings of its online and offline stores.

**Dr Guy Look, CFO & Executive Director of Sa Sa**, said, "Suning is unique in terms of having physical stores as compared with other traditional online platforms. Leveraging on Suning's offline support, Sa Sa can offer mainland China-based customers a better shopping experience with a wide selection of high quality cosmetic and skin care products via this O2O business model. The Group will continue to enhance its competitiveness by developing both its online and offline business through different channels, with an aim to cater to customers' ever-changing shopping habits and provide customers with premium shopping experience."

The screenshot shows the Suning.com website interface. At the top, there is a navigation bar with the Suning logo, a search bar, and a list of categories. The main content area features a large banner for the Sa Sa store. The banner includes the Sa Sa logo, the text '香港莎莎 正式进驻' (Hong Kong Sasa Officially Enters), and a promotional offer: '买就送 | 送自然乐园 蜗牛精华水凝面膜' (Buy and get | Free Natural Paradise Snail Essence Water Gel Mask). Below the banner, there are several product images and a list of categories on the right side. The bottom of the page has a footer with icons for '正品保证' (Authenticity Guarantee), '海外采购' (Overseas Procurement), and '服务保障' (Service Guarantee).