



Sa Sa Launches its Online Flagship Store on JD Worldwide

Expanding Customer Base to Provide a Better Shopping Experience

(24 September 2015 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178) announced that **sasa.com** has entered into a strategic cooperation agreement with **JD Group** to launch Sa Sa's flagship store on its e-commerce platform, **JD Worldwide (JD.HK)**, which offers over a hundred million JD users more choices of cosmetics.

As a leading cosmetics retailing group in Asia, Sa Sa has been striving its best to provide quality products, best value and professional service to its customers. To flexibly respond to the huge demand from Mainland Chinese customers for cosmetics products and the increasing popularity of e-commerce in the Mainland, the Group proactively expands its e-commerce business in China through **sasa.com** and continues to improve its service, making every effort to offer a better shopping experience for more consumers.

JD is China's largest online direct sales company with over 100 million active users. Its online shopping mall is renowned for being content-rich, user-friendly and trustworthy and has an efficient delivery service. Sa Sa and JD share a common mission to provide consumers with the best shopping experience, which put the two parties together in forming this partnership.

Dr Guy Look, CFO & Executive Director of Sa Sa, said, "By launching a flagship store on JD Worldwide, **sasa.com** will expand its customer reach in China, while over a hundred million JD users will be able to enjoy direct access to Sa Sa's wide selection of globally renowned cosmetic and skincare brands. We believe that the strengths of Sa Sa and JD will complement each other to realize synergies in this win-win partnership. We are looking forward to working with them to deliver a premium online shopping experience to customers throughout China."

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Photos with caption:



(From left to right) Ms. Carol Fung, Corporate Vice President and FMCG President of JD Group, Ms. Rain Long, CHO and General Counsel of JD Group, Mr. Tony Qiu, Director of JD Worldwide, Mr. Remus Li, Vice President – E-commerce of Sa Sa, Dr. Guy Look, Chief Financial Officer and Executive Director of Sa Sa and Ms. Christina Li, Associate Director of Online Marketing of Sa Sa attended the signing ceremony for the strategic Memorandum of Understanding (MOU) between JD Group and Sa Sa.



(From left to right) Mr. Remus Li, Vice President – E-commerce of Sa Sa, Ms. Carol Fung, Corporate Vice President and FMCG President of JD Group, Dr. Guy Look, Chief Financial Officer and Executive Director of Sa Sa and Ms. Rain Long, CHO and General Counsel of JD Group signed the MOU on the strategic cooperation between the two companies.