



**Sa Sa Wins ‘Best in Sector - Consumer Discretionary’
at IR Magazine Awards – Greater China 2015**

(18 December 2015 – HONG KONG) **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce that the Group won the “Best in Sector - Consumer Discretionary” at IR Magazine Awards – Greater China 2015, organised by the internationally respected *IR Magazine*. The Group also ranked top four in the categories of “Grand Prix for Best Overall Investor Relations (Mid-cap)” and “Best Investor Relations by a Hong Kong Company”. The awards testify to the recognitions from the investment community to the Group’s commitment to foster investor relations.

“IR Magazine Awards – Greater China” is an annual ranking to recognise companies with outstanding performance in Asia. This year, more than 400 buy-side analysts, sell-side analysts and portfolio managers from mainland China, Hong Kong, Taiwan, Singapore and other Asian markets participated in a three-month selection process and ascertained the best corporate investor relations teams from various fields. Company with the highest number of votes in each award category is declared the top-ranked company in the area.

Sa Sa has always strived to communicate effectively with retail and institutional investors in a timely and transparent manner, and consistently upholds the highest standards in the industry. The awards are recognitions from the international market to the Group’s outstanding performance in investor relations. Sa Sa will continue to make improvements in this area and actively adopt feedback from investors.



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