



Sa Sa Wins HKIM Market Leadership Award 2015

(27 January 2015 – HONG KONG) Sa Sa International Holdings Limited ('Sa Sa' or the 'Group', stock code: 0178) has received an honour in the Consumer Retail (Listed Company) category of the Market Leadership Award 2015 organised by Hong Kong Institute of Marketing ("HKIM"). This award is a testament to the Group's continuous effort in marketing and its outstanding accomplishments in building "Sa Sa" a leading cosmetics retailing brand in Asia.

The HKIM Market Leadership Award recognises individuals and enterprises that have over the past year, through effective marketing strategy, integrated branding initiatives, and diversified communication campaigns to increase market share, improve customer engagement, enhance brand awareness and raise the marketing standards in its respective industry in Hong Kong. Other assessment criteria included innovative media solutions, business integrity and social responsibility. Winning Companies are qualified to be nominated to represent Hong Kong to strive for a higher award: The AMF Asia Marketing Excellence Award, which will be presented in September 2016.



Ms. Rita Lai, Director of Corporate Marketing of Sa Sa International Holdings Limited received the award.