



Sa Sa Awarded the “Hong Kong Service Awards” by East Week Magazine for the Eighth Time

(16 March 2016 – HONG KONG) **Sa Sa International Holdings Limited** (‘Sa Sa’ or the ‘Group’, stock code: 0178), is pleased to announce that the Group has been awarded “*Tourists’ Choice*” at the “*Hong Kong Service Awards 2016*” organised by *East Week Magazine*. This is the eighth *Hong Kong Service Award* received by the Group, attesting to the Group’s leading position in the area of customer service over the years.

Winning the “*Hong Kong Service Award*” again this year, Sa Sa is glad that its excellent customer services continue to be recognized by the market and tourists. The Group always adheres to its customer-centric approach, and has persevered in raising the service standards through professional staff training in order to create an extraordinary shopping experience for its customers and to make its retail outlets the tourists’ preferred places for shopping. In the future, the Group will strive to continue to offer the best services and products to both tourists and local customers.

“The *Hong Kong Service Awards 2016*” is organised by *East Week Magazine*. The Awards recognise enterprises’ endeavors to provide excellent services and products for its customers.



Ms. Manman Chong, Director of Training & People Development of Sa Sa (right) receives the *Hong Kong Service Award* from Ms. Kwan Wai-ling, Publisher and Editor in Chief of *East Week Magazine* (left).

About Sa Sa International Holdings Limited (莎莎國際控股有限公司)

Sa Sa is a leading cosmetics retailing group in Asia. The Group currently operates over 280 stores and counters in Asia that sell more than 600 brands of make-up, skin care, fragrance and hair care products including its own-brands and other exclusive international brands. The Group employs over 5,000 staff in Asia Pacific. Sa Sa has been selected as a constituent stock of the Hang Seng Composite MidCap Index for four consecutive years. It is also an eligible stock for Shanghai-Hong Kong Stock Connect, and is currently selected as a constituent stock of the Hang Seng High Dividend Yield Index.

About East Week's Hong Kong Service Awards

East Week has hosted the "Hong Kong Service Awards" for twelve consecutive years. Themed "Role Model of Service Excellence" this year, the Awards seek to recognise enterprises that offer excellent customer services and products, as well as their accomplishments in the industry and efforts in enhancing service quality. The Awards also aim to acknowledge their efforts in promoting Hong Kong as a world-class metropolitan.