



Sa Sa Wins ‘Best IR Company’ (Small-cap) and Three Awards at the HKIRA Investor Relations Awards

(25 May 2016 – HONG KONG) **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce that it was awarded the “Best IR Company” and three other awards in the **small-cap category** at the 2nd Investor Relations Awards organised by Hong Kong Investor Relations Association (“HKIRA”). Among the awards, Dr Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group won “Best IR by Chairman/ CEO” and Dr Guy Look, Chief Financial Officer and Executive Director of the Group won “Best IR by CFO”.

This year, about 300 Hong Kong-listed companies have received over 700 nominations for HKIRA 2nd Investor Relations Awards 2016 in aggregate. Finally, winners in 22 award categories were selected by professionals in the investment community through online voting. The awards testify to the recognitions from the local and overseas investment community to the Group’s commitment to foster investor relations and promote excellence in IR practices.

Sa Sa received the following prizes in the **small-cap** category:

- **Best IR Company**
- **Best IR by Chairman/CEO - Dr Simon Kwok, Chairman and Chief Executive Officer**
- **Best IR by CFO - Dr Guy Look, Chief Financial Officer and Executive Director**
- **Best IR Presentation Collaterals**

Welcoming the awards, **Dr Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of Sa Sa**, said, “I am delighted that the Group received a number of awards from HKIRA again as recognitions to our efforts. The support from the Board of Directors and our colleagues is a key to our success. Sa Sa will continue to make ongoing improvements in our investor relations work, thrive to attain the highest standards in the industry through ongoing efforts and pursue excellence and promote the best IR practices to the investment community.”

