



Sa Sa Introduces Apple Pay to Hong Kong Stores **An Easy, Fast and Secure Payment Method to Enhance Customers' Shopping Experience**

(20 July 2016 – HONG KONG) – **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) today brings to its customers Apple Pay, which makes mobile payments convenient, easy and secure. Starting from today, customers can enjoy the ease and security of using this latest payment method in over 100 “Sa Sa” stores in Hong Kong.

Sa Sa has a commitment to enhancing the shopping experience of customers and with Apple Pay, customers can make purchases seamlessly and securely. Payments can be made with a single touch and when you use a credit card with Apple Pay, the actual card numbers are not stored on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on your device. Each transaction is authorized with a one-time unique dynamic security code.

Dr Guy Look, Chief Financial Officer and Executive Director of Sa Sa said, “Making good use of technology is the key for local retailers to effectively enhance services and meet the shopping needs of customers under the ever-changing trend of Internet and mobile communications technology. Using Apple Pay can simplify the checkout process and make shopping fast and easy for customers. We believe that customers will welcome our introduction of this innovative mobile payment, and enjoy a more convenient and secure shopping experience on devices they have with them everyday.”

For more information on Apple Pay, visit: www.apple.com/hk/apple-pay

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