



Sa Sa Builds Strategic Cooperation with Kaola

Launching its Official Flagship Store with Quality Products

(19 September 2016 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178) announced that **sasa.com** has entered into a strategic cooperation agreement with NetEase's cross-border e-commerce platform **Kaola** (<http://www.kaola.com>) to officially launch Sa Sa's flagship store on its platform today. Being Kaola's first cooperation partner in Hong Kong, Sa Sa and Kaola are committed to providing high-quality skin care and make-up products for Chinese consumers.

As a leading cosmetics retailing group in Asia, Sa Sa has been exploring the online business proactively since the establishment of its e-commerce platform sasa.com in 2000. To grasp this huge opportunity, Sa Sa has spared no effort to improve its service by introducing innovative, convenient and supreme shopping experience.

With the official flagship store on Kaola, Sa Sa and Kaola will cooperate in a series of marketing promotions, offering various discounts and suitable products for consumers from time to time. Furthermore, the seamless integration between Kaola's website system and management systems of sasa.com's Hong Kong warehouse as well as Zhengzhou bonded warehouse will enhance the efficiency of worldwide delivery and stock control in bonded area.

Dr Simon Kwok, BBS, JP, the Group's Chairman and Chief Executive Officer, said, "Kaola is one of the largest cross-border e-commerce platforms in China. The strategic cooperation will broaden our customer base in China, while Kaola users will be able to enjoy direct access to Sa Sa's wide selection of globally renowned cosmetic and skin care brands. We believe that the strengths of Sa Sa and Kaola will complement each other to realise synergies in this win-win partnership. We are looking forward to working with them to deliver a premium online shopping experience to customers throughout China."



Dr Simon Kwok, BBS, JP, the Group’s Chairman and Chief Executive Officer and Ms Zhang Lei, Chief Executive Officer of Kaola signed the strategic Memorandum of Understanding (MOU) on the strategic cooperation between the two companies.



Sa Sa officially launches its flagship store on Kaola.

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