



Sa Sa Introduces Android Pay to Hong Kong Stores **A Simple and Secure Payment Method to Enhance Customers' Shopping Experience**

(20 Oct 2016 – HONG KONG) – **Sa Sa International Holdings Limited** ("Sa Sa" or the "Group", stock code: 0178) today brings to its customers Android Pay, which makes mobile payments simple 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 Android Pay, customers can make purchases seamlessly and securely. Payments can be done in a simple way by waking the phone and holding on the contactless payment terminal. When you pay with Android Pay, the actual card number is not shared with the store. Instead, a virtual account number will be assigned and represented to the credit card to keep customer's information safe and secure. If the phone is ever lost or stolen, customer can instantly lock it from anywhere, secure it with a new password, or wipe it clean of personal data.

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 Android 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 every day."

For more information on Android Pay, visit: www.android.com/intl/zh-HK_hk/pay

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