

[For Immediate Release]



Sa Sa Received “World’s Excellent Brands Awards 2016-2017”

Strive to Enhance Shopping Experience by Continuous Advancement in Products and Services

(21 November 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 by China Media Network (“CMN”) with “World’s Excellent Brands Awards 2016-2017”.

The selection of “World’s Excellent Brands Awards” was based on the awareness, recognition, leadership and representativeness of tourism-related global brands elected by a pool of tourists and evaluation committee. Sa Sa was chosen as one of the recipients of “World’s Excellent Brands Awards 2016-2017” after public voting and evaluation.

The Group had been awarded “Most Popular Hong Kong and Macau Brand” by CMN before. Receiving the “World’s Excellent Brands Awards” this year represents another testimony to Sa Sa’s quality products and services with greater market recognition. The Group will continue to adhere to its customer-centric philosophy and offer more diversified, trendy, high value-for-money products and attentive services to create a better shopping experience for customers and further consolidate its leading position in Asia’s cosmetics industry.



The award ceremony was held at Macau Tower. Dr Guy Look, Chief Financial Officer and Executive Director of Sa Sa International Holdings Limited (right), received the award on the Group’s behalf.

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