

[For Immediate Release]



## **Sa Sa Honoured with Six Accolades from HKRMA Wholehearted Service to Create Extraordinary Shopping Experience**

(7 December 2016 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178) is pleased to announce that the Group has received a total of six accolades – three "Mystery Shoppers Programme 2016" Awards and three "Service and Courtesy Awards" from the Hong Kong Retail Management Association (HKRMA):

### **Mystery Shoppers Programme 2016**

- 20<sup>th</sup> Anniversary "The-Most-Award-Winning Brand" – Gold Award (La Colline)
- "Service Retailers of the Year" – Beauty Products / Cosmetics Category (La Colline)
- 20<sup>th</sup> Anniversary MSP Special Award "The-Most-Active-Participating Brand Award" – Sa Sa Cosmetics Co Ltd.

### **Service and Courtesy Awards**

- The Best Team Performance Award – Silver Award
- Supervisory Level – Gold Award (Specialty Stores – Lifestyle Category)
- Junior Frontline Level – Outstanding Performance Award (Beauty Products / Cosmetics)

Hosted by HKRMA, the "Mystery Shoppers Programme" aims to assess the service quality of retail operators through arranging mystery shoppers to visit the stores and recognise outstanding retail operators for the quality of their service. Since its launch in 1996, the programme has been well-recognised and supported by the industry.

Sa Sa is committed to provide customers with quality and diversified beauty solutions. Its exclusive brand La Colline specialty store not only won the Beauty Products / Cosmetics Category of "Service Retailer of the Year" for the 12<sup>th</sup> consecutive year, but also honoured with the Gold Award of 20<sup>th</sup> Anniversary "The-Most-Award-Winning Brand" for its outstanding track record of receiving 46 accolades throughout the years. This proves that Sa Sa's commitment in creating an extraordinary shopping experience for customers has always been highly respected in the industry. In addition, embodying the Group's quality service philosophy through serving customers wholeheartedly and providing attentive service to cater to the needs of the customers, Sa Sa's frontline team had won three "Service and Courtesy Awards" this year including one Company Award and two Individual Awards.

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Dr. Eleanor Kwok, *BBS*, Sa Sa's Vice-Chairman, received the 20<sup>th</sup> Anniversary "The-Most-Award-Winning Brand" – Gold Award (La Colline) on the Group's behalf.



The Group's exclusive brand La Colline specialty store won the Beauty Products / Cosmetics Category of "Service Retailer of the Year" for the 12<sup>th</sup> consecutive year. Dr. Simon Kwok, *BBS, JP*, Chairman & CEO, and Dr. Eleanor Kwok, *BBS*, Sa Sa's Vice-Chairman, attended the awards presentation ceremony and shared a celebratory moment with frontline colleagues.



Dr. Simon Kwok, *BBS, JP*, Chairman & CEO and Dr. Eleanor Kwok, *BBS*, Sa Sa's Vice-Chairman congratulated Sa Sa's frontline team attaining "The Best Team Performance Award – Silver Award" and Ms Yvonne Ma, Assistant Supervisor (third from left) and Mr Kaki Yip, Senior Beauty Consultant (third from right) winning the Supervisory Level and Junior Frontline Level of "Service and Courtesy Award" respectively.

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#### About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. The Group currently operates over 280 stores and counters in Asia that sell more than 700 brands of make-up, skin care, fragrance and hair care products including its own-brands and other exclusive international brands. The Group employs approximately 5,000 staff in Asia Pacific. Sa Sa is a constituent member of the Hang Seng Composite MidCap Index and has been a constituent member of Hang Seng Corporate Sustainability Benchmark Index for six consecutive years. It is also an eligible stock for Shanghai-Hong Kong Stock Connect, and is currently selected as a constituent stock of the Hang Seng High Dividend Yield Index.

For further information, please visit <http://corp.sasa.com> or contact:

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