



Sa Sa Honoured with Seven Accolades from the Hong Kong Retail Management Association

(4 Dec 2019 – 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 seven accolades from the Hong Kong Retail Management Association (HKRMA) in the "2019 Service and Courtesy Award" and "Mystery Shopper Programme", serving as a strong testimony of the recognition from the industry and customers:

Mystery Shopper Programme

- Excellence Award – La Colline Shop
- Service Retailers of the Year (Beauty Products / Cosmetics Category Award) – La Colline Shop

2019 Service & Courtesy Award

- Top 10 Outstanding Service Retail Brands Award
- Excellent Service Star – 3 team mates
- Individual Gold Award – Supervisory Level (Health & Personal Care Products Category)
- Individual Gold Award – Junior Frontline Level (Health & Personal Care Products Category)
- Individual Silver Award – Junior Frontline Level (Health & Personal Care Products Category)

Deeply rooted in Hong Kong for over 40 years, Sa Sa, the leading cosmetics retailing group in Asia, strives to provide our customers with quality and diversified beauty products with our commitment of "Making Life Beautiful", offering an enjoyable and seamless shopping experience. Our house brand La Colline specialty store has garnered "Service Retailers of the Year" award under the Beauty Products / Cosmetics Category for the 15th consecutive year and has been honoured with the "Excellence Award" again this year. Besides, guided by the principle "Service from the Heart", our frontline staff provides attentive service to cater to the customers' needs and has earned for themselves multiple awards.

The "Mystery Shopper Programme" of the HKRMA aims to recognise outstanding retail operators through assessing the service quality of retail operators during mystery shopper visits, while the widely recognised "Service & Courtesy Award", known as "Academy Awards" of the retail industry, aims to acknowledge outstanding brands and frontline staff for their quality services.

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Sa Sa team has garnered seven accolades in “2019 Service & Courtesy Award” and “Mystery Shopper Programme”



Mr Nelson Lo, Vice President, Sales Operations of Sa Sa receives “Top 10 Outstanding Service Retail Brands Award”.



Ms Janet Wong, Talent Development Director of Sa Sa receives “Service Retailers of the Year (Beauty Products / Cosmetics Category Award) (La Colline Shop)”.