



## **Sa Sa Awarded Again by the *IR Magazine***

(9 Dec 2019 – HONG KONG) Sa Sa International Holdings Limited (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce that Ms Ming Chan, Director, Corporate Communications and Investor Relations, was named the “Rising Star” in the “IR Magazine Awards – Greater China 2019” organised by the internationally renowned *IR Magazine*. The Group also received the “Certificate for Excellence in Investor Relations” for recognising the Group’s ceaseless efforts and commitment to investor relations from the investor community.

Sa Sa believes that high level of corporate disclosure is the basis for sustaining the value of shareholders. We always strive to maintain two-way communication effectively with the investment community in a timely, transparent and non-selective manner, ensuring that all publicly disclosed information published in our reports is factual and balanced that allows investors to have comprehensive understanding of our business and strategies at ease for their investment decision making. Looking forward, the Group will continue to strive for excellence in both investor relations and corporate governance by maintaining the highest transparent disclosure and reachability of its information responsively.

The IR Magazine Awards – Greater China, organised by *IR Magazine* annually, aims to acknowledge the success of individuals and companies that are leading the best practice in the IR community at large across Greater China. Award winner of each category was selected by a panel of expert judges made up of investment professionals and IR Magazine editorial members.

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