



## **Sa Sa Debuts on SE Asia's Leading Online Shopping Platform Lazada Broadens Coverage in Asia Through Expanded Presence on 3<sup>rd</sup> Party Platforms**

(14 April 2021 - HONG KONG) - **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) has announced its debut on Lazada, a leading one-stop e-commerce platform in Southeast Asia. The move, which is part of the Group’s strategic initiative, will help further the penetration of its online business in Asia. More customers in Southeast Asia will be able to purchase quality beauty products from Sa Sa on different e-commerce platforms anytime, anywhere with enhanced shopping experience.

Lazada is one of the leading and fast-growing e-commerce platforms in Southeast Asia, with a business presence across six countries in Malaysia, Singapore, Indonesia, the Philippines, Thailand and Vietnam. Currently, it has approximately 100 million annual active consumers. Sa Sa Flagship Store has now entered Lazada’s premium brand shopping destination LazMall, for its operations in Malaysia and Singapore, offering more than 1,200 SKUs of trendy skincare, make-up, fragrance and personal care products. The flagship store plans to enter other markets covered by Lazada in the future.

Sa Sa’s debut on Lazada marks the expansion of its online business in the Southeast Asian market since it started its online business in that region last year. Leveraging Lazada's leading position in the Southeast Asian market, Sa Sa’s online platform will have a more comprehensive market coverage in Asia. This will enable Sa Sa to increase its penetration in the region and serve a wider customer base. Lazada is Alibaba Group’s flagship e-commerce platform in Southeast Asia.

**Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of the Group**, said, “We are delighted that the Group has launched the Sa Sa Flagship Store on Lazada, a leading online shopping platform in Southeast Asia. Under the impact of COVID-19 pandemic, the Group has actively adjusted its business strategy with a key focus on strengthening the development of its online business to cater to the growing online shoppers. The Group will leverage Lazada's competitive advantage in Southeast Asia to increase its market penetration in the region. Looking ahead, we will continue to keep abreast of consumer insights, capitalize on the growing global trend towards online shopping, and

actively explore partnership with more third-party platforms to bring greater synergy to the Group and add new impetus to the growth in its business."

**Official website of the Sa Sa Flagship Store:**

Malaysia: <https://www.lazada.com.my/shop/sasa-official-store/>

Singapore: <https://www.lazada.sg/shop/sasa-official-store/>

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