

[For Immediate Release]



Sa Sa Garners “Best IR Company Award” and Other Accolades at HKIRA 7th Investor Relations Awards

(21 September 2021 – HONG KONG) – **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce that the Group has clinched the “Best IR Company” and four other awards in the small-cap category at the 7th Investor Relations Awards organised by Hong Kong Investor Relations Association (“HKIRA”), including the “5 Years IR Award” which commends the Group’s outstanding performance in winning numerous awards since 2015.

Among the awards, Dr Simon Kwok, Chairman and Chief Executive Officer of the Group and Dr Guy Look, Chief Financial Officer and Executive Director of the Group were awarded “Best IR by Chairman / CEO” and “Best IR by CFO” respectively for the seventh year in a row.

In addition, the Group is among the first batch of Hong Kong listed companies being awarded the “IR Pledge”, a certification aimed at commending Hong Kong listed companies for actively promoting a high standard of investor relations practices and enhancing the acknowledgement and understanding of the importance of investor relations by people from all sectors.

Sa Sa received the following awards in the **small-cap** category:

- **5 Years IR Award**
- **Best IR Company**
- **Best IR by Chairman / CEO - *Dr Simon Kwok, Chairman and Chief Executive Officer***
- **Best IR by CFO - *Dr Guy Look, Chief Financial Officer and Executive Director***
- **Best Investor Meeting**

Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of the Group, said, “We are honoured that for the seventh consecutive year the Group has been given awards from HKIRA, including the ‘5 Years IR Award’ that is presented to the Group this year and the ‘Best IR Company Award’ that we have received again. We are thankful for the recognition from the investment community and the efforts of our Board of Directors and all our staff. We will continue our efforts in maintaining good investor relations and upholding the highest standards in corporate governance, as well as creating long-term value and sustainable returns for shareholders and all other stakeholders.”

Dr Guy Look, Chief Financial Officer and Executive Director of the Group, added, “The Group has attached great importance to investor relations over the years and is committed to fostering productive and long-term relationships with investors through effective two-way communication channels. The Group upholds an effective communication strategy to ensure that information about and from Sa Sa is delivered on a timely, transparent and non-exclusionary basis. Despite the ongoing COVID-19 pandemic, the Group insists on communicating with investors through multiple platforms, explaining the Group’s business and development strategies, briefing them on the latest company updates available to the public and the management’s views on the outlook, thereby achieving the purpose of two-way communication. The Group endeavours to digitalise its investor relations practices to improve communication, enhance efficiency and optimise user experience. The Group will also continue to strengthen its relationship with various stakeholders, and actively raise its standards in investor relations practices.”

Organised by HKIRA, the Investor Relations Awards aims at recognising and awarding outstanding Hong Kong-listed companies and IR professionals for achieving excellence in investor relations, as well as commending best practices in IR. The awards were nominated by the public and selected by local and international analysts and fund managers.



Dr Simon Kwok, Chairman and Chief Executive Officer of Sa Sa (right) and Dr Guy Look, Chief Financial Officer and Executive Director (left), with awards from the HKIRA 7th Investor Relations Awards 2021.

About Sa Sa

Sa Sa is a leading beauty product retailing group in Asia. It provides diverse quality products under more than 600 brands ranging from skincare, fragrance, make-up, hair care and body care products as well as health & fitness products. Embracing the proven concept of "one-stop beauty product specialty store", Sa Sa operates more than 230 retail stores in the Hong Kong and Macau SARs, Mainland China and Malaysia, as well as offering customers a convenient shopping experience across multiple online platforms.

Listed on the Hong Kong Stock Exchange in 1997, the Group is included in the FTSE World Index Series, MSCI Index Series and S&P Index Series. It has been a constituent member of Hang Seng Corporate Sustainability Benchmark Index since 2011.

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