



Sa Sa Clinches Three Accolades at HKRMA Smart Retailing Awards

(15 December 2021 – HONG KONG) – **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce that the Group has received the “Smart Transformation & Innovation Award (Retailer Group) – Merit Award” and the “Smart Transformation & Innovation Award (Retailer Group) – Industry Impact Award” at the “Smart Retailing Awards” organised by the Hong Kong Retail Management Association (“HKRMA”), recognising the Group’s insightful strategies and innovative contribution in retail technology. In addition, Mr Hong Li, Associate Director - eCommerce of the Group, was awarded the “Smart Retail Talent Award – Grand Prize for E-Commerce Specialist”.

Sa Sa received the following awards at the **Smart Retailing Awards**:

- **Smart Transformation & Innovation Award (Retailer Group) – Merit Award**
- **Smart Transformation & Innovation Award (Retailer Group) – Industry Impact Award**
- **Smart Retail Talent Award – Grand Prize for E-Commerce Specialist — Mr Hong Li**

Capitalising on the growing trends in online shopping and social commerce, Sa Sa has actively adapted to the new normal in the retail industry and has pressed ahead digital transformation. Sa Sa interacts with customers through its WeCom to enhance customer loyalty, while tapping into the huge public and private traffic of WeChat to boost sales of WeChat Mini-programme. All these allow Sa Sa to provide customers with a more convenient and interactive shopping experience, thus reinforcing the integration of online and offline operations (“O2O”) and accelerating the transition to a new retail model.

Launched at the end of 2019, Sa Sa’s WeChat Mini-programme covers live streaming, video channel, WeChat advertisement and KOLs. Through reaching customers via the mini-programme and WeCom groups, Sa Sa’s WeChat platform has grown its gross merchandise value to over RMB10 million in just one year. Especially during the pandemic when social distancing measures were in place, the Mini-programme has enabled our customers to shop from home and allowed our frontline beauty consultants in physical stores to continue interacting with customers and generate sales online. On the one hand, it has helped enhance customer experience; on the other hand, it has helped our beauty consultants earn additional commission income while attracting online consumers for the Group.

Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of the Group, said, “We are deeply honoured to receive the three awards at the HKRMA’s Smart Retailing Awards, which represent our achievements and contribution in the transformation under the new retail normal. Garnered awards at “Hong Kong Retail Innovation Award 2020” last year, Sa Sa has once again won accolades for its excellence in retail technology adoption and innovation, indicating wide recognition from peers and customers for the Group’s efforts in online business and integration of O2O operations. In the future, Sa Sa will continue to invest resources in online business and press ahead with O2O integration, as we fully embrace the new retail operating model.”

The Smart Retailing Awards aims to encourage the smart transformation of Hong Kong’s retail industry. The programme recognises smart and innovative ideas and campaigns, as well as outstanding smart retail talents and their efforts in advancing new retail. It also endeavours to promote best practices and standards of smart retail. The best and innovative solutions, applications or campaigns with proven success in implementation are selected according to the S.M.A.R.T. criteria.



Ms Kitty Kwok, Vice President – Business Development, eCommerce of Sa Sa (right) and Mr Kevin Wong, Vice President – eCommerce of Sa Sa (left), garnered the “Smart Transformation & Innovation Award (Retailer Group) – Industry Impact Award” and “Smart Transformation & Innovation Award (Retailer Group) – Merit Award” respectively.



Mr Hong Li, Associate Director - eCommerce of Sa Sa (left), received the “Smart Retail Talent Award – Grand Prize for E-Commerce Specialist”.

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