



Sa Sa Clinches HSUHK 11th Junzi Corporation Award

(4 July 2022 - HONG KONG) - **Sa Sa International Holdings Limited** ("Sa Sa" or the "Group", stock code: 0178) is pleased to announce the Group has received the Hang Seng University of Hong Kong's ("HSUHK") 11th Junzi Corporation Award, which commends the Group for its commitment to a high level of business ethics and its fulfilment of corporate social responsibilities.

This is the first time that Sa Sa has won the Junzi Corporation Award. Organised by the HSUHK annually, the award identifies corporations with the highest ethical standard from the perspective of the public based on the principles of the "Five Virtues" of Junzi, a concept denoting the ideal of human excellence in Confucianism, in a business context, in combination with the Western business ethics that emphasise integrity and fairness. The "Five Virtues" refer to "Benevolence", "Rightness", "Propriety", "Wisdom", and "Trustworthiness".

Deeply rooted in Hong Kong for over 40 years, Sa Sa has been committed to fulfilling corporate social responsibilities and incorporating the five corporate virtues of "Benevolence", "Rightness", "Propriety", "Wisdom", and "Trustworthiness". Sa Sa cares for society, and actively supports charitable activities and the underprivileged, such as donating anti-epidemic products to charities during the pandemic, embodying the virtue of "Benevolence". The Group attaches great importance to risk management and corporate governance and has established a sound monitoring mechanism. It promotes fair and ethical practices, such as providing customers with a 30-day shopping guarantee, demonstrating the spirit of "Rightness". Sa Sa adheres to its customer service philosophy of "Service from Our Hearts", and provides customers with high-quality professional services, reflecting the spirit of "Propriety". As for "Wisdom", Sa Sa proactively embraces transformation and innovation, with an aim to achieve sustainable business growth. It is essential for the Group to assure product quality and safety. The Group cares about consumer rights and service experience, and strives to become a "Trustworthy" and reliable company with integrity.

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Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of the Group, said, “We are deeply honoured to be awarded the Junzi Corporation Award by the Hang Seng University of Hong Kong. As a corporate citizen, Sa Sa adheres to a high ethical standard in its operations, which has laid the foundation for us to ensure customer satisfaction and maintain good relationship with various stakeholders. It is also the cornerstone of our business success. We will continue to uphold the high level of business ethics and do our best in fulfilling our corporate social responsibilities.”

The Junzi Corporation Award selection is held by the HSUHK. The University has been conducting street interviews every year since 2011 to gauge Hong Kong citizens’ opinion on business practices of enterprises and compile the “Business Ethics Index” of Hong Kong through rigorous and scientific academic research and in-depth analysis. It also recognises companies with high levels of business ethics through awards.



Ms Ming Chan, Director of Corporate Communications & Investor Relations of Sa Sa (right), receives the trophy of the 11th Junzi Corporation Award on behalf of the Company from Professor Y V Hu, Vice-President (Academic & Research) of the Hang Seng University of Hong Kong (left).

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