



**Sa Sa Offers Extra Benefits to Support  
HKRMA's "Hong Kong Shopping Festival"  
Giveaways including Cash Vouchers Worth HK\$450,000 plus  
10,000 Facial Masks with over 100 Trending Products at Mega Sale  
Let's be Blissful and Beautiful!**

(14 July 2023 - HONG KONG) **Sa Sa International Holdings Limited** (the "Company", stock code: 0178, and together with its subsidiaries, the "Group") is pleased to announce that the Company decided to offer cash vouchers worth HK\$450,000 and over 10,000 beauty mask gifts as extra benefits to show its support and echo "Hong Kong Shopping Festival" spearheaded by the **Hong Kong Retail Management Association (HKRMA)**, with over 100 trending products at mega sale with deep discount to create a beautiful shopping experience.

Since Hong Kong has emerged from the shadow of the pandemic, HKRMA launched "Hong Kong Happy Shopping Festival" starting from 1 July to 31 August this year, featuring around 150 brands covering a total of about 6,000 retail stores. It offered privileges worth over HK\$1.5 billion for locals and visitors. "Hong Kong Shopping Festival" offers three key types of privileges: shopping offers, limited offers, and gimmicky offers. Apart from shopping discounts, price reductions, and free gifts, local retailers also offer over 1.3 million freebies for customers.

In the celebration of Sa Sa's 45th anniversary this year, despite the original shopping offers, Sa Sa has decided to pass on this beautiful legend with Hong Kong citizens and tourists by giving out an extra benefit of 45,000 Alipay e-coupons worth HK\$10 each, allowing customers to enjoy a discount of HK\$10 for purchases over HK\$50 at Sa Sa stores in Hong Kong. The coupons can be downloaded on the Alipay payment APP from 15 July (Saturday) to 21 July (Friday), on a first-come, first-served basis, and the offer is valid until 28 July (Friday).

Meanwhile, Sa Sa picks over 100 trending products to be available at mega sale with deep discount, such as ESTÉE LAUDER Synchronized Multi-Recovery Complex 100ml (VIP Offer: HK\$597, 61% off), SKII Facial Treat Essence 230ml (VIP Offer: HK\$906, 44% off), KIEHL'S Dark Spot Solution 115ml (VIP Offer: HK\$613, 56% off), clé de peau Correcting Cream Veil 37ml (VIP Offer: HK\$308, 38% off), Soo Beaute Advanced Aloe Vera Soothing Gel 300ml (VIP Offer: HK\$54, 40% off) and more. All these blissful offers allow everyone to load up his/her favourite beauty products to get pretty!

In addition, Sa Sa has sincerely offered 10,000 pieces of beauty masks giveaways at "Coupon Grab" of Alipay from 11 August (Friday) to 17 August (Thursday), on a first-come, first-served basis. The offer is valid until 24 August (Monday).

**Dr. Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of the Company**, said: "We are pleased to witness Hong Kong overcoming hardships posed by the pandemic and the efforts made by all walks of life in Hong Kong to resume normal. As a comprehensive beauty product retailing group rooted in Hong Kong for 45 years, Sa Sa is committed to supporting HKRMA's 'Hong Kong Shopping Festival' to provide the highest quality and diversified health care and inner beauty products to Hong Kong citizens and tourists, in order to create a seamless shopping experience."

**Mrs. Annie Yau Tse, Chairman of the HKRMA**, warmly welcomed Sa Sa's support for this shopping festival, "Thank you Sa Sa for providing extra shopping gifts and supporting the unprecedented 'Hong Kong Shopping Festival' organized by HKRMA. The Association hopes to unify the retail industry to instill happiness and positive energy to the society as a good foundation for Hong Kong's economic recovery!"

– END –

Sa Sa gives out 45,000 e-coupons of Alipay worth HK\$10 each, totaling HK\$450,000.

Sa Sa offered over 100 trending products at mega sale with deep discount.

開心大減價!!

ESTÉE LAUDER「小棕瓶」  
升級再生基因修復精華  
100ml

提升抗氧化效能  
締造彈潤發光肌

VIP折實價  
**\$597** 39折

非VIP價\$628 建議價\$1,545

開心大減價!!

SK-II「神仙水」  
護膚精華  
230ml

92.7%天然活膚  
野酵母Pitera  
促進肌膚新陳代謝

VIP折實價  
**\$906** 56折

非VIP價\$953 建議價\$1,630

開心大減價!!

KIEHL'S「安白瓶」  
醫學維C淡斑精華  
115ml

均勻膚色  
改善透明感

VIP折實價  
**\$613** 44折

非VIP價\$645 建議價\$1,425

開心大減價!!

clé de peau「CPB長管隔離」  
妝前乳霜(光采柔滑)  
37ml

水潤滋養  
持效法寶

VIP折實價  
**\$308** 62折

非VIP價\$324 建議價\$500

開心大減價!!

Soo Beauté  
升級蘆薈保濕舒緩凝膠  
300ml

快速鎮靜  
保濕舒緩

VIP折實價  
**\$54** 6折

非VIP價\$56 建議價\$89