



Sa Sa Awarded the “Hong Kong Service Awards” by East Week Magazine for the Tenth Time

(20 March 2018 – HONG KONG) **Sa Sa International Holdings Limited** (‘Sa Sa’ or the ‘Group’, stock code: 0178), is pleased to announce that the Group has been awarded “Tourists' Choice” at the “Hong Kong Service Awards 2018” organised by East Week Magazine. This is the tenth Hong Kong Service Award received by the Group, recognising the Group’s leading position in the area of customer service over the years.

The Group always adheres to its customer-centric approach. Having been awarded for consecutive years, it recognises our excellent customer services supporting by the market and tourists. Nurturing talent is our key sustainable task force. Through a wide range of professional staff training, we strive to raise the service standards in order to create an extraordinary and sincere shopping experience for our customers and propagate beauty to the next generation.

Rooted in Hong Kong for 40 years, Sa Sa would like to express our gratitude to the society for cont. In future, the Group will strive to continue to offer the best services and products to both tourists and local customers, strengthening our leading position of cosmetics retailing group in Asia.

The “Hong Kong Service Awards 2018” is organised by East Week Magazine. The Awards recognise enterprises’ endeavors to provide excellent services and products for its customers.



Mr. Kenneth Yip, Director of Training & People Development of Sa Sa receives the “Tourists' Choice” Award from Ms. Kwan Wai-ling, Publisher and Editor in Chief of East Week Magazine.

About Sa Sa International Holdings Limited (莎莎國際控股有限公司)

Sa Sa is a leading cosmetics retailing group in Asia. The Group currently operates over 280 stores and counters in Asia that sell more than 700 brands of make-up, skin care, fragrance and hair care products including its own-brands and other exclusive international brands. The Group employs approximately 5,000 staff in Asia Pacific. Sa Sa is a constituent member of the Hang Seng Composite MidCap Index and has been a constituent member of Hang Seng Corporate Sustainability Benchmark Index since 2011. It is also an eligible stock for Shanghai-Hong Kong Stock Connect and Shenzhen-Hong Kong Stock Connect, and is currently selected as a constituent stock of the Hang Seng High Dividend Yield Index.

About East Week's Hong Kong Service Awards

East Week has hosted the "Hong Kong Service Awards" for 14th consecutive years. The Awards seek to recognise enterprises that offer excellent customer services and products, as well as their accomplishments in the industry and efforts in enhancing service quality. The Awards also aim to acknowledge their efforts in promoting Hong Kong as a world-class metropolitan.