



Sa Sa Garners “Brand of the Year Award” at the “World Branding Awards” For Three Consecutive Years

(25 Nov 2019 – HONG KONG) **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce that the Group was awarded the “Brand of the Year Award” for the third consecutive year at the “World Branding Awards 2019” by World Branding Forum, honouring our outstanding achievements of Sa Sa in Asia retail business over the years. This year, Sa Sa is the only brand selected in Hong Kong under the category of Health and Beauty Retailer for the Awards.

Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of Sa Sa, said, “We are delighted to receive the award once again. Over the past 40 years, our Sa Sa team have kept up with the positive agile Hong Kong spirit, overcoming the challenges to establish a renowned one-stop cosmetic retail brand in Asia with our competitive strength and proven business strategy. Moving forward, we will continue our ceaseless efforts to keep abreast of market trends by embracing New Retail business era and endeavour to offer the best-in-class seamless shopping experience for our customers, thereby strengthening our position as the leading cosmetics retailer in Asia and ‘making life beautiful’ for others.”

Organised by World Branding Forum, the World Branding Awards aims at recognising the best global brands for their achievements. This year, 318 brands from around 40 countries were awarded in aggregate, each brand is named “Brand of the Year” in their respective categories. All winners of Global, National and Regional Awards are uniquely judged through brand valuation, consumer market research and public online voting.

The Regional Award is presented to winners who win in multiple countries in a particular geographic region. Sa Sa was voted very highly within Hong Kong and various Asian countries and is the only brand selected in Hong Kong under the category of Health and Beauty Retailer for this year’s Awards.

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