



**Sa Sa's WeChat Mini-Programme
Garners "WeChat Power - Annual Smart Service Award"**

(10 Jan 2020 – HONG KONG) **Sa Sa International Holdings Limited** ("Sa Sa" or the "Group"; stock code: 0178) is pleased to announce that the Group has garnered the "WeChat Power- Annual Smart Service Award 2020".

In recent years, e-commerce has developed rapidly, while consumer demand for cross-border e-commerce has also increased. To meet Mainland China customers' demand, Sa Sa piloted the WeChat mini-programme in October 2019 and has launched best-selling skincare, make-up, fragrance and personal care products on its WeChat mini-programme. Leveraging the combined strength of Sa Sa's customer data base and professional beauty consultants, Sa Sa's quality customer service provided at the physical stores can be extended online through the WeChat ecosystem seamlessly, enabling continuous interactions with the Mainland China customers who have purchased at the physical stores in Hong Kong and Macau SARs. The mini-programme offers convenient, interactive, efficient and personalised service to the customers which in turn also enhances customer loyalty to improve the sales conversion rate with expanded customer base. With strong marketing and community management capabilities, Sa Sa is able to leverage the ecosystem at WeChat to boost sales and foster Sa Sa's development in social commerce.

Dr Guy Look, Chief Financial Officer and Executive Director of the Group, said, "It is our privilege to have been honoured with the 'WeChat Power - Annual Smart Service Award'. This is an especially notable achievement considering that our WeChat mini-programme has been put into operation for only three months. Developing e-commerce, creating a smart technology-enabled business circle and getting involved in a smart technology-enabled lifestyle are the way forward. We interact with customers through WeChat mini-programme to share information about beauty trends and increase customer's loyalty, while tapping into the huge public and private traffic of WeChat to boost sales. All these allow Sa Sa to provide customers with a more convenient and dedicated shopping experience, thus laying a solid foundation for Sa Sa's model for new retail model."

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Dr Guy Look, CFO and Executive Director of Sa Sa received award at the "WeChat Power - Annual Smart Service Awards" presentation ceremony.