



Sa Sa Garners Eight Accolades from HKRMA

(7 Dec 2018 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178) is pleased to announce that the Group has received a total of eight accolades from the Hong Kong Retail Management Association (HKRMA) in the 2018 "Mystery Shoppers Programme", "Service and Courtesy Award" as well as "Quality E-Shop Recognition Scheme":

Mystery Shoppers Programme

- Excellence Award – La Colline Shop
- Service Retailers of the Year (Beauty Products / Cosmetics Category Award) – La Colline Shop

Service & Courtesy Award

- The Best Team Performance Award – Bronze Award
- Excellent Service Star – 3 teammates
- Individual Gold Award – Supervisory Level (Cosmetics Stores & Nutritious Category)
- Individual Silver Award – Junior Frontline Level (Cosmetics Stores & Nutritious Category)
- Individual Bronze Award – Junior Frontline Level (Cosmetics Stores & Nutritious Category)

Quality E-Shop Recognition Scheme

- Top 10 Quality E-Shop Awards – sasa.com

The "Mystery Shoppers Programme" aims to acknowledge outstanding retail operators, brands and front line staff for their quality services which are widely recognised within the industry, while the "Quality E-shop Recognition Scheme" gives recognition to quality e-shops and develops industry-wide standards and best practices for online retailing.

With firm commitment of "Making Life Beautiful", Sa Sa provides quality and diversified beauty solutions in both physical and online stores, aiming to create extraordinary shopping experience for its customers. Its exclusive brand La Colline specialty store has garnered "Service Retailer of the Year" award under the Beauty Products / Cosmetics Category for the 14th consecutive year and has been honoured with the "Excellence Award" this year, as a strong testimony of the recognition gained from the industry and its customers. Guided by the principle "Service from the Heart", the frontline staff of Sa Sa achieved outstanding results by winning multiple awards. On the other hand, Sasa.com, Sa Sa's e-commerce platform, has won the "Top 10 Quality E-Shop Awards". This is an acknowledgment of the Group's efforts in maintaining its quality online shopping experience and trustworthiness have earned widespread recognition by its consumers. The Group will continue to engage its customer with the use of its own website and mobile app, providing personalised shopping experience through multiple touch points.



Dr Eleanor Kwok, Vice-chairman of Sa Sa receives “Excellence Award (La Colline Shop)” on the Group’s behalf.



Sa Sa team has garnered multiple accolades in “Mystery Shoppers Programme” and “Service & Courtesy Award”.



Mr Tony Yung, Senior Vice President, e-Commerce of Sa Sa receives “Top 10 Quality E-Shop Awards” on the Group’s behalf.