



sasa.com Awarded the “2017 Weibo Ten Most Influential Hong Kong Corporations” List

(23 March 2018 – HONG KONG) **Sa Sa International Holdings Limited** (‘Sa Sa’ or the ‘Group’, stock code: 0178), is pleased to announce the Group’s official Weibo account of sasa.com (<http://www.weibo.com/sasahongkong>) has been honoured “Weibo Ten Most Influential Hong Kong Corporations”, and is ranked the seventh at the “Weibo’s Night Hong Kong 2017 Awards Ceremony” organised by Sina Hong Kong, recognising our effort and creativeness on online promotion by customers.

Mr Tony Yung, Senior Vice President, e-Commerce of Sa Sa said, “We are delighted that our e-commerce platform, sasa.com, is in the rank of ‘Weibo Ten Most Influential Hong Kong Corporations’ for five years in a row. Throughout the years, our Weibo disseminates the latest information and organises the interactive games for customers, sharing the enjoyable shopping experience. Seeing the development of OMO is flourishing and creating more trade opportunities, we will continue to seize the chances through the utilisation of online platform to enhance the brand influence, such as exerting Weibo functions to enrich the official page. We believe the tool can narrow down the distance with customers in the hope of leading the retail trend.

The “Weibo Ten Most Influential Hong Kong Corporations” were ranked based on the performance of three areas on the Weibo platform, namely its activity, reach and coverage. Over the years, the Weibo account of sasa.com uses the fans menu service to deliver new product recommendations, latest news and promotions to customers and fans, while Weibo’s private messages served as customer relationship management, in order to offer excellent and sincere shopping experience.



Mr Tony Yung, Senior Vice President, e-Commerce of Sa Sa receives the
“Weibo Ten Most Influential Hong Kong Corporations 2017” Award.