



Sa Sa Awarded Certificate for Excellence in Investor Relations by IR Magazine

(30 Nov 2018 – HONG KONG) Sa Sa International Holdings Limited (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce that the Group was awarded for “Excellence in Financial Reporting” in the “IR Magazine Awards – Greater China 2018” by the internationally renowned *IR Magazine*, recognising the Group’s concerted efforts in financial reporting.

Sa Sa believes that high level of corporate disclosure is the basis for sustaining the value of shareholders. Therefore, it has always strived to communicate effectively with the investment community in a timely and transparent manner, ensuring that all information published in its reports is accurate, informative and well-presented. A consistent corporate theme has been incorporated smoothly throughout the reports, helping readers grasp the important messages at ease. Going forward, the Group will continue to maintain high transparency and reachability of its information, and make improvements by actively adopting feedback from its investors.

The IR Magazine Awards – Greater China, organised annually by *IR Magazine*, aims to recognise the success of individuals and companies that are leading the way in the IR community across Greater China. Award winner of each category was selected by a panel of expert judges made up of investment professionals and IR Magazine editorial members.

