



Sa Sa Receives 'Brand of the Year Award' at the World Branding Awards

(18 Oct 2017 – HONG KONG) **Sa Sa International Holdings Limited** ("Sa Sa" or the "Group", stock code: 0178) is pleased to announce that it was awarded the "Brand of the Year Award" in the **Regional Tier** at the World Branding Awards 2017-18 organised by World Branding Forum.

The World Branding Awards recognises and celebrates some of the best global and national brands for their work and achievements. This year, 245 brands from 32 countries were awarded in aggregate, each brand is named "Brand of the Year" in their respective categories. Seen as the ultimate global brand recognition accolade, all winners of National, Regional and Global Tiers are uniquely judged through brand valuation, consumer market research and public online voting. Seventy percent of the scoring process come from consumer votes.

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 Retailer - Beauty Products category for this year's Awards.

Welcoming the awards, **Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of Sa Sa**, said, "We are honored and proud to be recognised for our outstanding achievements in the Asia retail business and awarded as the only winner of beauty products retailer in Hong Kong. Sa Sa will make ongoing efforts to offer a best-in-class shopping experience for our customers and maintain our position as a leading cosmetics retailer in Asia."



Dr Guy Look, CFO and Executive Director of Sa Sa (right) receives the *Brand of the Year Award* at the World Branding Awards on the Group's behalf.

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About Sa Sa International Holdings Limited (莎莎國際控股有限公司)

Sa Sa was established in 1978 and listed on the Main Board of the Hong Kong Stock Exchange in 1997. Sa Sa is a leading cosmetics retailing group in Asia. The Group currently operates over 280 stores and counters in Asia that sell more than 700 brands of make-up, skin care, fragrance and hair care products including its own-brands and other exclusive international brands. The Group employs approximately 5,000 staff in Asia Pacific. Sa Sa is a constituent member of the Hang Seng Composite MidCap Index and has been a constituent member of Hang Seng Corporate Sustainability Benchmark Index for six consecutive years. It is also an eligible stock for Shanghai-Hong Kong Stock Connect and Shenzhen-Hong Kong Stock Connect, and is currently selected as a constituent stock of the Hang Seng High Dividend Yield Index.

About the World Branding Forum

The World Branding Forum (WBF) is a global, non-profit organisation dedicated to advancing branding standards for the good of the branding community as well as consumers. This includes those who work in the branding, design, marketing, advertising, public relations and communications disciplines worldwide. The WBF produces, manages and supports a wide range of programmes covering research, development, education, recognition, networking and outreach. For more information, visit brandingforum.org.

About the World Branding Awards

The World Branding Awards is the premier awards of the World Branding Forum. The Awards recognises the achievements of some of the best brands in the world. Winners are selected based on brand valuation, market research, and online public voting. For more information, visit awards.brandingforum.org.

For further information, please visit <http://corp.sasa.com> or contact:

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