



## **Sa Sa's Store to Debut at Hong Kong West Kowloon Station**

### **Devoted to Capturing Ample Opportunities from XRL Leveraging Favourable Development of the Greater Bay Area**

(23 September 2018, HONG KONG) – **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce the opening of a “Sasa” store at the Hong Kong West Kowloon Station (“the Station”) today, following the official launch of Guangzhou-Shenzhen-Hong Kong Express Rail Link (Hong Kong Section) (“XRL”). The store is among the first batch of retail outlets under operation in the Station.

Spanning an area of approximately 600 sq. ft. with trendy design to offer a comfortable shopping environment, the new “Sasa” store features best-selling cosmetic products and new trendy products imported from around the globe including Korea, Japan and Taiwan. A diversified portfolio of cosmetic and skin care products enables the Group to attract broad customer segment, offering a one-stop convenient shopping experience. In addition to the new store at Hong Kong West Kowloon Station, Sa Sa has more than 20 retail outlets in popular tourist districts nearby, such as Tsim Sha Tsui, Jordan and Yau Ma Tei, satisfying the shopping needs of visitors to Hong Kong.

Sa Sa operates a total of 119 retail outlets in Hong Kong and Macau including the new store at the Station. The Group will continue to expand and optimise its store network with strategic store-opening plan to enhance brand exposure and sales growth, thereby expanding the Group’s local market share.

**Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of the Group**, said, “Benefitting from the convenient transportation between Hong Kong and Mainland China following the commencement of the XRL service, we believe our new store at the Hong Kong West Kowloon Station will be able to capture ample market opportunities brought by the launch of XRL. The number of mainland Chinese outbound visitors to Hong Kong, in particular same-day travellers with high consumption power, is expected to grow further from the launch of XRL. Furthermore, the launch of Hong Kong-Zhuhai-Macau Bridge in the near future, coupled with favourable policies and infrastructure development of the Greater Bay Area will drive foot traffic and long-term economic prosperity within the region, nurturing further growth of the retail industry as a whole. As a leading cosmetics retailing group in Hong Kong, Sa Sa is expected to benefit from these factors which further facilitates its long-term development. The Group will seize market opportunities to bring diversified products and high-quality services to more customers.”

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### Information of Sa Sa's retail outlet at Hong Kong West Kowloon Station

Address: B1, WEK B1-8 (Near exit A1 at Ticketing Concourse)  
Area: Approximately 600 sq. ft.  
Opening hours: 9:00 a.m. - 9:00 p.m.



Sa Sa's new store is among the first batch of retail outlets under operation in the Hong Kong West Kowloon Station. Devoted to capturing ample opportunities from the launch of XRL and favourable policies of the Greater Bay Area, Sa Sa is expected to benefit from increased foot traffic and long-term economic prosperity within the region.

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

Sa Sa is a leading cosmetics retailing group in Asia. The Group currently operates more than 270 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 4,800 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 since 2011. On 8 June 2015, the Group was included in the Hang Seng High Dividend Yield Index. It has also been an eligible stock for Shanghai-Hong Kong Stock Connect and Shenzhen-Hong Kong Stock Connect since 2014 and 2016 respectively.