



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

(15 December 2017 – HONG KONG) **Sa Sa International Holdings Limited** ("Sa Sa" or the "Group", stock code: 0178) is pleased to announce that the Group was awarded the Certificate for Excellence in Investor Relations in the IR Magazine Awards - Greater China 2017 by the internationally respected *IR Magazine* and Ms Tiffany Cheung, Vice President of Corporate Communications and Investor Relations, was nominated for Best Investor Relations Officer (Small to Mid-cap). The award testifies to the recognitions from the investment community to the Group's performance and its commitment to foster investor relations.

For over 25 years, IR Magazine has honoured excellence in investor relations around the world with awards which recognise companies that are leading the way for the IR community. Hundreds of analysts and investors took part in this year's investor perception survey and identified the nominees and winners of best corporate governance, best in the region and best in sectors.

Sa Sa has always strived to communicate effectively with retail and institutional investors in a timely and transparent manner, and consistently upholds the highest standards in the industry. The Group will continue to make improvements in this area and actively adopt feedback from investors.



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