Immediate Release

The 12th Anniversary of “Sa Sa Ladies' Purse Day”
Includes a captivating fashion show featuring the exciting collaboration between
Globally-renowned milliner Harvy Santos and celebrated Hong Kong stylist Mayao
In a tribute to the legendary Sa Sa Ladies’ Purse Day

(6 November 2016 – Hong Kong) Asia’s leading cosmetics retailing group, Sa Sa International Holdings Limited ("Sa Sa" or "the Group"; stock code: 0178), and The Hong Kong Jockey Club ("HKJC") today hosted the 12th “Sa Sa Ladies’ Purse Day” at Sha Tin Racecourse. Dr. Simon Kwok, BBS, JP, Chairman and CEO, Dr. Eleanor Kwok, BBS, Vice-Chairman of Sa Sa International Holdings Limited; and Mr. Winfried Engelbrecht-Bresges, JP, CEO and Mr. Anthony Kelly, the Executive Director of Racing Business and Operation of The Hong Kong Jockey Club, were in attendance to support this historic and prestigious annual event.

Sa Sa invited celebrities and socialites from entertainment, business, and horseracing circles to join in the race-day celebrations. These included Mr Eddie Ng Hak-Kim, Mr. & Mrs. Chan Pak-Cheung, Ms. Candy Lo, Ms. Gigi Fu, Mr. & Mrs. William Louey, Ms. Abbie Chan, Mr. Arnaldo Y.H. Ho, Mr. & Mrs. Ho Lai-Chuen, Dr. the Hon. & Mrs Che-Hung Leong, GMB, GBS, OBE, JP, Mr. & Mrs. Michael Suen, GBS, JP, Mr. & Mrs. Brandon Chau, Mr. & Mrs. Steven Lo, Mr. Jeffrey Liu, Mr. Wilfred Ng, MH, JP, Mr. & Mrs. Jimmy Tang, Mr. & Mrs. David Mong, Dr. Andrew Yuen, Mr. & Mrs. Jeffrey Lam, GBS, JP, Mr. & Mrs. Tommy Cheung, GBS, JP, Mr. & Mrs. Joseph M. K. Chow, Dr. & Mrs. Tse Tak-Fu, Ph.D, Dr. Michael Mok Hing-Hung, Mr. & Mrs. King-Shing Tang, GBS, PDSM, Mrs. Y. K. Mok, Mr. Albert Wong, MH, Mr. & Mrs. Ma Ching-Nam, OStJ, JP, Dr. & Mrs. Patrick W.K.Chan, Mrs. Sally Leung GBS, OBE, JP, Mrs. Julie Fung-Kwan Siu, MBE, SBS, Mr. & Mrs. Raymond Woo, BBS, Mrs. Susan Tang, JP, Mr. & Mrs. Boondy Pong, Mr. & Mrs. Matthew Lam, Mrs. Nina Lam, Mrs. Olivia Davies, Mr. & Mrs. Andy Wai Hung Tsang, Mr. & Mrs. Yat Kin Sin, SBS, CSDSM, Mrs. Chan Kwok Ki, Mr. & Mrs. Shin-Keong Cheong, Dr. Eddie Kwan, Ms. Leonie Ki, SBS, JP, Mr. & Mrs. Eric K. C. Cheng, BBS, MH, OStJ, JP, Mr. & Mrs. Peter Chu, BBS, Mr. & Mrs. John Lee, PDSM, PMSM, JP, Professor Sophia Chan, JP, Ms. Lily Ho, Ms. Gigi Ho, Mr. Real Ting, Mr. Mayao among others. These special guests where at Sha Tin Racecourse to support one of the most anticipated annual events on the local horseracing calendar, cheer on the winner, and celebrate historic “Sa Sa Ladies’ Purse”.
**Sa Sa Ladies’ Purse Day - An international flavour with many activities**

To enhance their enjoyment of the day’s events, a series of exciting and fun-filled activities were arranged. On the track, the highlight of the day, the Sa Sa Ladies’ Purse, was run as an International Group 3 race for the first time. After the race, Dr. Simon Kwok, Dr. Eleanor Kwok and renowned Asian actress, Ms. Tiffany Tang Yan, the Sa Sa Ladies’ Purse Day 2016 Ambassador, presented commemorative trophies to the owner, trainer and jockey of the winning horse. Following the presentation, Dr. Simon Kwok and Dr. Eleanor Kwok joined Mr. Winfried Engelbrecht-Bresges and Mr. Anthony Kelly to toast the winner of the race and celebrate yet another successful Sa Sa Ladies’ Purse Day.

At the event, Dr. Kwok, BBS, JP, Chairman and CEO of Sa Sa said, “On this 12th annual Sa Sa Ladies’ Purse Day, I would like to thank the HKJC for their continuous support, which has made the Sa Sa Ladies’ Purse Day one of the most anticipated annual horse racing events in Hong Kong. I believe Sa Sa and the HKJC will continue to work together and bring even greater excitement and color to the event. This is guaranteed to make Sa Sa Ladies’ Purse Day even more successful in the future.”

The tradition of Sa Sa Ladies’ Purse Day has elevated this spectacular event to the international stage. This year, Sa Sa invited globally renowned milliner Harvy Santos to display his amazing hat collection, as well as co-producing a fascinating “Beauty Go Round” fashion show with famous Hong Kong Stylist Mayao. “Beauty Go Round” was one of the highlights of Sa Sa Ladies’ Purse Day.

Celebrities and socialites from the social, business and horse-racing circles were on hand to celebrate the successful partnership between Sa Sa and the HKJC by donning their most spectacular attire and participating the Sa Sa Best Dressed Award and Best Hat Award.

**Fun and festivities at Sa Sa Ladies’ Purse Day with a Limited Edition Brooch for Participants**

Along with the feature race Sa Sa Ladies’ Purse, today’s other races were also named after Sa Sa’s popular international brands. These included the Maria Galland Handicap, L’OREAL PARIS Handicap, REVLO Handicap, KOSE COSMEPORT Handicap, Elizabeth Arden Handicap, SUISSE PROGRAMME Handicap, Canmake Tokyo Handicap, KATE Handicap, La Colline Handicap and CYBER COLOURS Handicap.
A series of exciting and fun-filled activities were arranged for the day, including a Sa Sa make-up counter; a Sa Sa sales bazaar; and the Best Dressed Awards, along with many other activities. To ensure that guests ended the day with great memories, they received a limited-edition brooch. This beautifully designed memorial brooch included a simple yet graceful horse figure, a perfect representation of the stylish and elegance of Sa Sa Ladies’ Purse Day.

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About Sa Sa Ladies’ Purse Day
First run in 1846, the Ladies’ Purse is one of Hong Kong’s oldest races. In a tradition established more than a century ago, ladies would attend the event dressed in their finest, while the owner, trainer and jockey of the winning horse would be awarded gold sovereigns by a renowned lady. Nowadays, the winner is presented with a gold coin inside a purse as a memento in honour of this venerable tradition.

About Sa Sa International Holdings Limited
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 around 5,000 staff in Asia Pacific. Sa Sa has been selected as a constituent stock of the Hang Seng Composite MidCap Index for four consecutive years. It is also an eligible stock for Shanghai-Hong Kong Stock Connect, and is currently selected as a constituent stock of the Hang Seng High Dividend Yield Index.

On behalf of Sa Sa Cosmetic Company Limited, a subsidiary of Sa Sa International Holdings Limited, this media release is distributed by Strategic Communications Consultants Limited (SCC).

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Sa Sa Ladies’ Purse Day 2016 Ambassador
Ms. Tiffany Tang Yan

Dr. Simon Kwok, BBS, JP, Chairman and CEO &
Dr. Eleanor Kwok, BBS, Vice-Chairman of Sa Sa
International Holdings Limited

Korean Famous Artist Ms. Clara Lee and local top model Ms/ Carrie Chiu and Ms. Mikki Yao
present the fashion show to the theme of Beauty Go Round.
Ms. Virginia Lok & Ms. Jan Tse  Mr. & Mrs. William Louey  Mr. & Mrs Yat-kin Sin  Mr. & Mrs Matthew Lam

Mr. & Mrs. John Lee & Professor Sophia Chan
The Champion of “Best Dressed Award” – Mrs. Lam Ting Lai Ling

First Runner-up of “Best Dressed Award” – Mrs. Olivia Lee-Davies

Second Runner-up “Best Dressed Award” – Ms. Hannah Butter

Winner of “Best Hat Award” – Ms. Emily Murphy
Dr. Simon Kwok, BBS, JP, Chairman and CEO and Dr. Eleanor Kwok BBS, Vice-Chairman of Sa Sa International Holdings Limited together with the winning connections toast the success of Sa Sa Ladies’ Purse Day.