



## **Sa Sa Launches its Online Flagship Store on Tmall Global Expanding Customer Base to Provide Quality Products**

(28 September 2017 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178) announced that **sasa.com** has entered into a cooperation agreement with the cross-border e-commerce platform **Tmall Global** (<http://www.tmall.hk>) to officially launch Sa Sa's flagship store on its platform today. Sa Sa and Tmall Global are committed to providing high-quality skin care and make-up products for Chinese consumers.

As a leading cosmetics retailing group in Asia, Sa Sa has been exploring the online business proactively since the establishment of its e-commerce platform sasa.com. To flexibly respond to the huge demand from Mainland Chinese customers for cosmetics products and the increasing popularity of e-commerce in the Mainland, the Group proactively expands its e-commerce business in China through sasa.com and making every opportunity to improve its service.

Operated by Alibaba Group with over 500 million monthly active users, Tmall Global is a cross-border marketplace for foreign brands and merchants to sell directly to Chinese customers. With the official flagship store on Tmall Global, Sa Sa and Tmall Global will cooperate in a series of marketing promotions, offering various discounts and a wide range of product offerings to consumers from time to time. **Dr Simon Kwok, SBS, JP, the Group's Chairman and Chief Executive Officer**, said, "Tmall Global is one of the largest cross-border e-commerce platforms in China. The cooperation will broaden our customer base in China, while Tmall Global users will be able to enjoy direct access to Sa Sa's wide selection of globally renowned cosmetic and skin care brands. Sa Sa has always been the leading brand in the retail industry. With strong retail network, we will capitalise the competitive advantage of physical stores, further expand our online customer base and strengthen online sales in order to develop the best retail strategy with complemented O2O practices that can cope with the changing consumption pattern and consumer needs. We believe that the strengths of Sa Sa and Tmall Global will complement each other to realise synergies in this win-win partnership. We are looking forward to working with them to deliver a premium online shopping experience to customers throughout China."



The Group's senior management (from left to right), Dr Guy Look, CFO and Executive Director, Dr Simon Kwok, Chairman and CEO, Mr Tony Yung, Senior Vice President-e-Commerce, Ms Kitty Kwok, Business Development Director- e-Commerce, Ms Melody Kwok, Director of Corporate Strategy & Development and Ms Luna Xing, Deputy General Manager of Tmall Global (second from left) launched the Sa Sa's flagship store on Tmall Global.

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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.