



Sa Sa Honoured with Seven Accolades from HKRMA Wholehearted Service to Strive for the Best

(7 December 2017 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178) is pleased to announce that the Group has received a total of seven accolades – two "Mystery Shoppers Programme 2017" Awards and five "Service and Courtesy Awards" from the Hong Kong Retail Management Association (HKRMA):

Mystery Shoppers Programme 2017

- "Service Retailers of the Year" – Silver Award (La Colline)
- "Service Retailers of the Year" – Beauty Products / Cosmetics Category Award (La Colline)

Service and Courtesy Awards

- The Best Team Performance Award – Gold Award
- Individual Award – Supervisory Level (Lifestyle Stores Category)
- Individual Award – Junior Frontline Level (Lifestyle Stores Category)
- Two Outstanding Performance Awards – Junior Frontline Level (Lifestyle Stores Category)

Hosted by HKRMA, the "Mystery Shoppers Programme" aims to assess the service quality of retail operators through arranging mystery shoppers to visit the stores and recognise outstanding retail operators for the quality of their service. Since its launch in 1996, the programme has been well-recognised and supported by the industry.

Sa Sa is committed to provide customers with quality and diversified beauty solutions. Its exclusive brand La Colline specialty store not only won the Beauty Products / Cosmetics Category of "Service Retailer of the Year" for the 13th consecutive year, but also honoured with the Silver Award of "Service Retailer of the Year" this year. This proves that Sa Sa's commitment in creating an extraordinary shopping experience for customers has always been highly respected in the industry. In addition, embodying the Group's quality service philosophy through serving customers wholeheartedly and providing attentive service to cater to the needs of the customers, Sa Sa's frontline team had won five "Service and Courtesy Awards" this year including "The Best Team Performance Award – Gold Award" and four Individual Awards.

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Mr Trevor Leung, Sa Sa's Vice-President of Sales and Operations Department, received the "Service Retailers of the Year" – Silver Award (La Colline) on the Group's behalf.



Sa Sa's exclusive brand La Colline specialty store won the Beauty Products / Cosmetics Category of "Service Retailer of the Year" for the 13th consecutive year. Dr Simon Kwok, *SBS, JP*, Chairman & CEO, and Dr Eleanor Kwok, *BBS, JP*, Sa Sa's Vice-Chairman, attended the awards presentation ceremony and shared a celebratory moment with frontline colleagues.



Dr Simon Kwok, *SBS, JP*, Chairman & CEO and Dr Eleanor Kwok, *BBS, JP*, Sa Sa's Vice-Chairman congratulated Sa Sa's frontline team attaining "The Best Team Performance Award – Gold Award" and winning the Supervisory Level and Junior Frontline Level of "Service and Courtesy Award" respectively.

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