



Sa Sa Once Again Receives “Brand of the Year Award” at the “World Branding Awards 2018”

(5 Nov 2018 – 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 “Brand of the Year Award” once again at the “World Branding Awards” 2018 organised by World Branding Forum, in recognition of the outstanding achievements of the Sa Sa brand over the years. Sa Sa is the only brand selected in Hong Kong under the category of Beauty and Cosmetics Retailer for this year’s Awards.

Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of Sa Sa, said, “We are pleased to receive this international award once again. Over the past 40 years, Sa Sa has become a widely recognised one-stop cosmetic retail brand in Asia leveraging on our responsiveness and timely business strategy. Going forward, we will make ongoing efforts to keep pace with the market by embracing New Retail business era and offer the best-in-class shopping experience for our customers, thereby maintaining our position as the leading cosmetics retailer in Asia.”

The World Branding Awards has been held for the fifth year, with the aim of recognising the best global brands for their achievements. This year, a total of 270 brands from 33 countries were awarded in aggregate, each brand is named “Brand of the Year” in their respective categories. All winners of National, Regional and Global Tiers are uniquely judged through brand valuation, consumer market research and public online voting. Seventy percent of the scoring process come from consumer votes.

The Regional Award is presented to winners who win in multiple countries in a particular geographic region. Sa Sa was voted very highly within Hong Kong and various Asian countries and is the only brand selected in Hong Kong under the category of Beauty and Cosmetics Retailer for this year’s Awards.

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