



Sa Sa Receives ‘Best IR Company’ (Small-cap) and Three Awards at the HKIRA 3rd Investor Relations Awards

(31 May 2017 – HONG KONG) **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce that it was awarded the “Best IR Company” and three other awards in the **small-cap category** at the 3rd Investor Relations Awards organised by Hong Kong Investor Relations Association (“HKIRA”). Among the awards, Dr Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group won “Best IR by Chairman/ CEO” and Dr Guy Look, Chief Financial Officer and Executive Director of the Group won “Best IR by CFO”.

This year, about 340 Hong Kong-listed companies were nominated for HKIRA 3rd Investor Relations Awards 2017 in aggregate. Winners in 26 award categories of HKIRA 3rd Investor Relations Awards 2017 were selected by professionals in the investment community through online voting. The awards testify to the recognitions from the local and overseas investment community to the Group’s commitment to foster investor relations and promote excellence in IR practices.

Sa Sa received the following prizes in the **small-cap** category:

- **Best IR Company**
- **Best IR by Chairman/CEO - Dr Simon Kwok, Chairman and Chief Executive Officer**
- **Best IR by CFO - Dr Guy Look, Chief Financial Officer and Executive Director**
- **Best IR Presentation Collaterals**

Welcoming the awards, **Dr Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of Sa Sa**, said, “We are honored that the Group received a number of awards from HKIRA again as recognition to our efforts. This is the third consecutive year that we have received the awards and I am thankful to the Board of Directors and our colleagues who have made this possible. To attain the highest standards and promote best IR practices, Sa Sa will continue to make ongoing improvements to pursue excellence.”

Dr Guy Look, Chief Financial Officer and Executive Director of Sa Sa, added, “We believe that it is always important to maintain effective two-way communication with investors. The investment community wants to be informed on a timely basis so that they have a comprehensive understanding of the business. Hence we do not merely provide accurate publicly disclosed information in time, but also focus on helping investors to understand how to evaluate the company, so that the investment community can make informed investment decisions. We will continue to make ongoing efforts to enhance our investor relations work. ”



Dr Guy Look, CFO and Executive Director of Sa Sa (left) receives the *Best IR Company Award* at the 3rd HKIRA Investor Relations Awards.

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