



Sa Sa International Holdings Limited ("Sa Sa" or "the Group") is a leading provider of beauty and health products and services in Asia. Listed on the Hong Kong Stock Exchange in 1997 (SEHK:178), Sa Sa employs over 1,800 staff across the region. Its vision is to become the dominant provider of "beauty + health" products and services in Asia.

Established in 1978, Sa Sa has grown from a 40 sq. ft. retail space to become today's regional 'beauty + health' enterprise. Its legendary brand strength in Asia is built on innovative cosmetics retailing at competitive prices in one-stop stores filled with top international brands.

Sa Sa has differentiated itself through the creation of an integrated 'beauty + health' platform, in three distinct business areas:

**Retail** - The Group sells over 400 brands, covering over 15,000 cosmetics, fragrances, skin care and hair care products including private labels and exclusive products. Its retail network currently comprises an extensive regional network of over 50 **Sa Sa Cosmetics** stores, as well as **La Colline** specialty stores and a new **Selective** store which offers products exclusive to Sa Sa. In mainland China, our subsidiary, **Sa Sa Ebeca**, now features a nationwide network of 162 retail counters. Our e-commerce platform, **sasa.com**, also offers 24-hour online shopping with its International, Hong Kong and Korean sites together with comprehensive product and corporate information.

莎莎國際控股有限公司(「莎莎」或「集團」)在亞洲銷售及經營美容健康產品服務，在業內居領導地位。莎莎於一九九七年在香港交易所上市(股份編號：178)，在亞洲區僱用逾一千八百名員工。集團的目標是成為在亞洲銷售及經營「美容+健康」產品服務的翹楚。

於一九七八年成立的莎莎，已從最初面積僅四十平方呎的零售櫃位，發展成為現時業務遍及亞洲各地的「美+健」企業。莎莎品牌在亞洲享負盛名，乃基於其掌握創新的化妝品零售技巧，包括以極具競爭力的定價，通過一站式分店銷售種類繁多的國際名牌產品。

透過旗下三項主要的業務，莎莎正向全面「美+健」業務方向發展，並奠定了其獨特的市場地位：

**零售業務** - 集團銷售逾四百個品牌，包括超過一萬五千種化妝品、香水、護膚和頭髮護理用品，以及集團專有品牌和獨家代理的名牌產品。集團亞洲區零售網絡包括逾五十間莎莎化妝品零售店、La Colline專門店，以及專門發售莎莎獨家代理品牌的全新**Selective**店。在中國大陸，集團的附屬公司莎莎依貝佳共設有一百六十二個零售專櫃，遍佈全國。此外，集團電子商貿平台**sasa.com**現設有國際、香港及韓國網站，提供全日二十四小時網上零售服務，及豐富的產品和集團資訊。





**Beauty Services** - The Group operates a regional network of nine **Phillip Wain** health and beauty ladies' clubs in Malaysia, Singapore, Thailand and Hong Kong for a select membership of premium customers. **Sa Sa Beauty+** beauty and slimming centre in Hong Kong now offers quality and value-for-money beauty services for Sa Sa's loyal customers, including over 100,000 VIP members. In mainland China, utilising the eight beauty salons under the **Ebeca** brand, the Group offers beauty treatment services to loyal Ebeca customers throughout the PRC.



**Exclusive Distributorship and Private Labels -**

In addition to selling its private-label products, the Group also operates as the sole agent for many international cosmetic brands in Asia. Sa Sa currently handles over 50 exclusive major brands, including brand management and distribution. This business accounts for approximately 26.4% of the Group's total retail turnover.



**美容服務** - 集團在馬來西亞、新加坡、泰國及香港共經營九間菲力偉女士健美中心，為尊貴會員提供卓越服務。香港Sa Sa Beauty+美容及纖體中心現為包括逾十萬位VIP會員的莎莎忠實顧客，提供優質超值的美容服務。在中國內地，集團則透過伊貝佳旗下八間美容中心，為全國各地的依貝佳忠實顧客提供美容護理服務。

**獨家代理及專有品牌** - 除銷售專有品牌產品外，集團亦為多個國際化妝品品牌的亞洲區獨家代理。莎莎現獨家代理逾五十個主要品牌，負責這些品牌的形象推廣及分銷工作。此項業務佔集團總零售營業額約百分之二十六點四。

