

BIOGRAPHICAL INFORMATION OF DIRECTORS AND SENIOR MANAGEMENT



“For all the successes of Sa Sa, I wish to thank the Board of Directors and all Sa Sa colleagues. The Group could never be as accomplished as it is today without their untiring and devoted efforts.”

Dr Simon Kwok, SBS, JP
Chairman and Chief Executive Officer

Dr Eleanor Kwok, BBS, JP
Vice-chairman





Executive Directors

Dr KWOK Siu Ming Simon^{§^}, SBS, JP Chairman and Chief Executive Officer

Dr Kwok is the Chief Executive Officer, an executive director of the Company, the Chairman of the Board and the Chairman of both the Executive Committee and the Risk Management Committee of the Company. Dr Kwok together with his wife, Dr KWOK LAW Kwai Chun Eleanor, has overseen Sa Sa's operations since the Group's earliest days and successfully listed the Company on the Stock Exchange in June 1997. Over the past 40 years, Dr Kwok has played a leading role in transforming Sa Sa into a leading market player with a regional network of operations in Asia. Dr Kwok is a member of the Electoral Conference for the election of Hong Kong Deputies to the Thirteenth National People's Congress of PRC, a member of the Executive Committee and Central Committee of the Liberal Party, a member of the Election Committee in the Wholesale and Retail subsector, the Honorable Life President and Councilor of the Cosmetic & Perfumery Association of Hong Kong, the Honorary Founding President of the Professional Validation Centre of Hong Kong Business Sector, the Honorary Life President of the Hong Kong Brands Protection Alliance, and the Adviser of Quality Tourism Services Association (Dec 2017-Dec 2018). Dr Kwok was also a committee member of the Chinese People's Political Consultative Conference of Hubei Province (2008-2017), Chairman of Quality Tourism Services Association (Dec 2013-Dec 2017) and the Honorary President of the Immigration Service Officers Association. He is also an elected member of the Board of Trustees of New Asia College, The Chinese University of Hong Kong.

Dr Kwok was awarded "Best IR by Chairman/CEO" (small-cap category) from Hong Kong Investor Relations Association for three consecutive years from 2016 to 2018 and was selected for the "CAPITAL Leaders of Excellence 2014" by CAPITAL Magazine in 2015. In 2014, he received the "Global Outstanding Chinese Award" from the "Global Outstanding Chinese Association" and was selected for the "Who's Who Leadership Award Scheme" by the Asian College of Knowledge Management. In 2012, he received the "China Cosmetic Retail Industry Special Contribution Award" from the Circulation Industry Promotion Centre of Chinese Ministry of Commerce and the China Beauty Expo Organising Committee. Dr Kwok was an awardee in The Directors of the Year Awards 2011 in the listed companies (SEHK – Non Hang Seng Index Constituents) category organised by the Hong Kong Institute of Directors, a winner of the "Owner-Operator Award" at the DHL/SCMP Hong Kong Business Awards 2007 and a winner in the Retail Category in the "Ernst & Young Entrepreneur of the Year Awards China 2006". Dr Kwok was elected University Fellow by The Hong Kong Polytechnic University in 2012, he received the degree of Doctor of Business Administration honoris causa from the Open University of Hong Kong in 2011, and an honoris causa doctorate degree in Business Administration from Lingnan University in 2008.

Dr Kwok is an active participant in the work of charities. He is the Second Vice-President (2011-14 and 2016-18) of the Community Chest of Hong Kong as well as Campaign Committee Chairman (2011-14 and 2016-18), a member of the Board of Directors (2009-15 and 2016-18), and was the First Vice-President (2014-15) and the Executive Committee Chairman (2014-15). Dr Kwok is also an Honorary President of New Territories Region of Scout Association of Hong Kong (2016-18), a Committee Member of Heifer International (since 2009), a Board Member of Concerted Efforts Resource Centre (since 2009), Vice-Chairman of the Second & Third Board of Hongkong Kowloon Charitable Foundation Association Limited (2014-19), an Executive Board Member of the Hong Kong AIDS Foundation (since 2006), and an Honorary Advisor and member (since 2006) and the Co-Chairman for the Organizing Committee (2006 & 2009) of The Hong Kong Committee for the China AIDS Initiative. He was also an Honorary Advisor of Hong Kong Youth and Professional Network (2015-17).

Dr Kwok is a director and shareholder of Sunrise Height Incorporated and Green Ravine Limited, the respective controlling and substantial shareholders of the Company. Both Dr Simon Kwok and Dr Eleanor Kwok have a 50% shareholdings in each of the two companies, in addition, Dr Kwok is a director of certain subsidiaries of the Group. Details of his interest in the shares and underlying shares in the Company are set out in the "Report of the Directors". Save as aforesaid, Dr Simon Kwok does not hold any directorship in other listed companies in the past three years.

Dr Kwok is the brother-in-law of Mr LAW Kin Ming Peter, Senior Vice President of Category Management and Product Development of the Company, and Mr YUNG Leung Wai Tony, Senior Vice President of eCommerce of the Company. He is 65 years old.

* Member of the audit committee § Member of the executive committee
△ Member of the remuneration committee ^ Member of the risk management committee
Member of the nomination committee

BIOGRAPHICAL INFORMATION OF DIRECTORS AND SENIOR MANAGEMENT

Dr KWOK LAW Kwai Chun Eleanor^{△#§^}, BBS, JP Vice-chairman

One of the founders of the Group, an executive director of the Company and the Vice-chairman of the Board. She is a member of the Executive Committee, Remuneration Committee, Nomination Committee and Risk Management Committee of the Company. Dr Kwok has more than 40 years of experience in the sales and marketing of beauty products. With extensive professional knowledge and many years of experience in cosmetics retailing, she pioneered the unique operational concept of open-shelf display of beauty products, making shopping a more enjoyable experience. Dr Kwok plays a leading role in the marketing, operations, human resources and staff training functions of the Group.

Dr Kwok was honoured the “Excellent Businesswomen” of the year by Hong Kong Commercial Daily, the “Asian Outstanding Leaders Awards for Women” by Asian College of Knowledge Management and the “Asian Social Caring Leadership Award” by Social Enterprise Research Institute in 2017. She received “Most Successful Women Awards” by JESSICA Magazine in 2016. She was named “2013 Entrepreneur of the Year” in the Asia Pacific Entrepreneurship Awards 2013 Hong Kong by Enterprise Asia and received “The Excellent Award in Hong Kong Beauty Industry 2012/13” from the International CICA Association of Esthetic-CIDESCO Section China in 2012. Dr Kwok won the “Outstanding Women Entrepreneurs” award of the Hong Kong Women Professionals & Entrepreneurs Association in 2008, and received the “World Outstanding Chinese” award from the World Outstanding Chinese Association and World Chinese Business Investment Foundation. She was conferred an Honorary Doctorate of Management by Morrison University, USA, and an Honorary Fellowship by the Professional Validation Centre of Hong Kong Business Sector.

Dr Kwok is actively involved in chamber of commerce and charity activities. She is currently the Honorable President of the Cosmetic & Perfumery Association of Hong Kong, President of Sa Sa Making Life Beautiful Charity Fund (since 2013), the Vice-President of the Hong Kong Girl Guides Association (since 2012), Senator of the Hong Kong Federation of Women (2015-19), the Honorary President of the Hong Kong Federation of Women (since 2005), Committee Member of Hong Kong Federation of Women Entrepreneurs Committee (since 2004), Major Sports Events Committee (since 2015) and a patron of Caritas Fund Raising Campaign (since 2006). Dr Kwok was also the Adviser (April 2017-March 2018), Chairman (April 2016-March 2017), the Vice-chairman (April 2012-March 2016) of Po Leung Kuk, Director of Po Leung Kuk (2006-12), one of the Originators of “Making life Beautiful” Beauty Ambassador Training Programme of Po Leung Kuk together with Sa Sa (2008 and 2009). She was also the Vice-President of New Territories Region of Scout Association of Hong Kong (2016-2017).

She is a director and shareholder of Sunrise Height Incorporated and Green Ravine Limited, the respective controlling and substantial shareholders of the Company. Both Dr Eleanor Kwok and Dr Simon Kwok have a 50% shareholdings in each of the two companies. Details of her interest in the shares and underlying shares in the Company are set out in the “Report of the Directors”. Dr Kwok is a director of certain subsidiaries of the Group. Save as aforesaid, Dr Eleanor Kwok does not hold any directorship in other listed companies in the past three years.

Dr Kwok is the wife of Dr KWOK Siu Ming Simon, and the sister of Mr LAW Kin Ming Peter, Senior Vice President of Category Management and Product Development of the Company. She is 64 years old.





Dr LOOK Guy^{SA}

Chief Financial Officer and Executive Director

Dr Look is the Chief Financial Officer and executive director of the Company, and a director of certain subsidiaries of the Group. Dr Look has over 35 years of experience in local and overseas financial and general management. Prior to joining Sa Sa in March 2002, he was the Chief Financial Officer and an executive director of Tom.com Limited (renamed TOM Group Ltd.). He holds a Bachelor's degree in Commerce and received a degree of Doctor of the University honoris causa from the University of Birmingham, England. Dr Look is an associate member of the Institute of Chartered Accountants in England and Wales and the Hong Kong Institute of Certified Public Accountants ("HKICPA"). Dr Look is a member of the Executive Committee and the Membership Sub-Committee (formerly known as Membership and Fundraisings Sub-committee) and the Chairman of the e-Commerce Sub-Committee of the Hong Kong Retail Management Association, a member of the Energy Advisory Committee of the Government of the HKSAR, a member of the CNBC Global CFO Council, a member of the Financial Reporting Review Panel and a fellow member and a member of the Advisory Board of the Hong Kong Investor Relations Association.

Dr Look is a cousin of Ms. LEE Yun Chun Marie-Christine. Details of his interest in the shares and underlying shares in the Company are set out in the "Report of the Directors". Dr Look was an independent non-executive director of Café de Coral Holdings Limited, a company listed in Hong Kong, until his retirement on 11 September 2012. Dr Look does not hold any other directorship in other listed companies in the past three years. He is 61 years old.

Non-executive Director

Ms LEE Yun Chun Marie-Christine

Appointed as a non-executive director of the Company on 26 February 2013. Ms Lee has a proven leadership position in retailing, branding and marketing, with more than 17 years of experience. Ms Lee was an ambassador of Harry Winston (Hong Kong) Limited, focusing on sales, branding and marketing, and successfully launched its debut shop in Hong Kong, from 2009 to 2016. Harry Winston is a world famous jeweller specialising in luxurious jewellery and jewellery watches. She is currently the director of Or-Tea, an international premium specialty tea brand created in Hong Kong and produced in Germany. Ms Lee is a founder of Sport Max HK Co Limited and Hope Sport Association, providing the highest standard of qualified and professional coaching in sports. She is also an advisory board member of Phoenix Property Investors (H.K.) Limited, a private equity real estate investment group focusing on first tier pan-Asian markets.

Previously, Ms Lee was a product manager of Shiatos Limited, an agent managing and distributing various prestigious European and international brands in Hong Kong, like Hermes, Van Cleef & Arpels, Lalique, Baccarat, Bernardaud, Christofle, etc. She was responsible for retailing and marketing, and successfully launched world famous high fashions in Hong Kong. She also worked for Citicorp International/Citibank NA as an investment advisor manager for high net worth individuals, and marketed loans for multinational corporations.

Ms Lee is committed to community work. She is a lifetime founding benefactor of The Nature Conservancy, USA, and is a founder of a non-profit charitable organisation, Sports for Hope Foundation, providing funding to highly-talented young underprivileged athletes who lack financial means to further their passion. Ms Lee obtained a Bachelor of Science in Biochemistry and Nutritional Sciences from Simmons College, Boston, United States and was conferred an Honorary Fellowship by King's College, London for the cancer research programme at the Guy's Hospital. She is a cousin of Dr LOOK Guy, the Chief Financial Officer and Executive Director of the Company, and a daughter of Mrs LEE LOOK Ngan Kwan Christina, a non-executive director of the Company who retired in August 2012. She is 58 years old.

BIOGRAPHICAL INFORMATION OF DIRECTORS AND SENIOR MANAGEMENT

Independent Non-executive Director

Ms TAM Wai Chu Maria*^{Δ#}, GBM, GBS, JP

Appointed as an independent non-executive director of the Company in June 2004 and is the Chairman of the Nomination Committee and a member of the Audit Committee and the Remuneration Committee of the Company. Ms TAM is currently an independent non-executive director of Nine Dragons Paper (Holdings) Limited, Sinopec Kantons Holdings Limited, Wing On Company International Limited, Macau Legend Development Limited and China Shenhua Energy Company Limited, all the shares of which are listed on the Stock Exchange. Ms Tam resigned as an independent non-executive director of Guangnan (Holdings) Limited, which is listed on the Stock Exchange, on 1 November 2017. She also resigned as an independent non-executive director of Minmetals Land Limited and Tong Ren Tang Technologies Company Ltd on 1 April 2018 and 12 June 2018 respectively, all the shares of which are listed on the Stock Exchange. Ms TAM was educated at London University. She qualified as a barrister-at-law at Gray's Inn, London, and practised in Hong Kong. She was a member of the Preparatory Committee for the Hong Kong Special Administrative Region (PRC), Hong Kong Affairs Advisor (PRC) and a deputy to the National People's Congress of The People's Republic of China. She is the Deputy Director of the Hong Kong Basic Law Committee under the Standing Committee of the National People's Congress. She was the Chairman of the Operations Review Committee, the ex-officio member of the Advisory Committee on Corruption and a member of the Panel of the Witness Protection Review Board of the Independent Commission Against Corruption (effective from January 2015 to December 2017). She is also a member of various community services organisations. She is 72 years old.

Ms KI Man Fung Leonie*^{Δ#}, GBS, SBS, JP

Appointed as an independent non-executive director of the Company in December 2006. She is a Chairman of the Remuneration Committee and a member of the Audit Committee and the Nomination Committee of the Company. Ms Ki is a non-executive director of New World Development Company Limited and an independent non-executive director of Clear Media Limited. Ms Ki has more than 40 years of experience in integrated communication and marketing services. She was the founder, partner and Chairman/Chief Executive Officer of Grey Hong Kong Advertising Limited and Grey China Advertising Limited. Ms Ki is committed to community and public services. She was the first Chief Executive of The Better Hong Kong Foundation. She is currently a Director of PMQ Management Company Limited, Founder and Honorable President of Wu Zhi Qiao Charitable Foundation, a member of the Asian Advisory Board of Cheng Yu Tung Management Institute, Richard Ivey School of Business (University of Western Ontario, Canada), vice chairman of the Committee of Overseers of Morningside College at The Chinese University of Hong Kong, a member of the Advisory Board of the EMBA Programme of The Chinese University of Hong Kong, a member of the executive committee of Youth Outreach, vice-chairman, council of the Musicus Society, a council member of The University of Hong Kong and a member of Hong Kong Institute of Construction Management Board. Ms. Ki is a recipient of Honorary University Fellowship from The Open University of Hong Kong and The University of Hong Kong. She has been awarded the honour of Beta Gamma Sigma by the Faculty of Business Administration of The Chinese University of Hong Kong, and Justice of the Peace, Silver Bauhinia Star & Gold Bauhinia Star by the Government of the Hong Kong Special Administrative Region. She also has been appointed as Member of 12th Chinese People's Political Consultative Conference (CPPCC) National Committee in 2013 and Member of 10th, 11th & 12th CPPCC Yunnan Provincial Committee. She is 71 years old.

Mr TAN Wee Seng*

Appointed as a non-executive director of the Company on 11 March 2010 and was re-designated from a non-executive director to an independent non-executive director on 26 June 2012. Mr Tan was appointed as the Chairman of Audit Committee of the Company on 1 January 2017. Mr Tan is a professional in value and business management consultancy. He is an independent director and Chairman of Audit Committee of ReneSola Ltd whose shares are listed on the New York Stock Exchange, an independent non-executive director and Chairman of Audit Committee of Xtep International Holdings Limited, an independent non-executive director and Chairman of Remuneration Committee of Health and Happiness (H&H) International Holdings Limited and an independent non-executive director and Chairman of the Audit Committee of Sinopharm Group Co. Ltd. and CIFI Holdings (Group) Co. Ltd., all the shares of which are listed on the Main Board of the Stock Exchange. Mr Tan was appointed as an independent non-executive director, Chairman of Audit Committee and Remuneration Committee of Shineroad International Holdings Limited with effect from 27 June 2018. He is also a board member and Chairman of the Finance and Operation Committee of Beijing City International School. Mr Tan was an independent director and Chairman of the Audit Committee of 7 Days Group Holdings Limited whose shares were listed on the New York Stock Exchange between November 2009 and July 2013 until it was privatised. He was the Chairman of the Special Committee for Privatization of 7 Days Group Holdings Limited from October 2012 to July 2013. Mr Tan has 37 years of financial, operation and business strategy as well as management experience and has also held various senior management positions in a number of multinational and Chinese corporations. From 2003 to 2008, he was an executive director, Chief Financial Officer and Company Secretary of Li Ning Company Limited, the shares of which are listed on the Main Board of the Stock Exchange. From 1999 to 2002, he was the Senior Vice President of Reuters for the China, Mongolia and North Korea regions, and the Chief Representative of Reuters in China. Mr Tan is a fellow member of the Chartered Institute of Management Accountants, United Kingdom, and a fellow member of the Hong Kong Institute of Directors. He is 62 years old.





Senior Management

Mr LAW Kin Ming Peter

Senior Vice President, Category Management and Product Development

Joined Sa Sa in January 1996, Mr Law was appointed as Senior Vice President, Category Management and Product Development in January 2008. He has more than 33 years of experience in the field of sales and marketing, 23 of which were in senior management positions. He is also a director of a subsidiary of the Group. Mr Law oversees the Group's category management and product development function. He is also responsible for the Group's acquisition of exclusive distribution rights of international brands and the development of the Group's house brand products. He holds a Bachelor's degree in Arts majoring in Communications Studies from the University of Windsor, Ontario, Canada and pursued a Bachelor's degree in Commerce later. Mr Law is the Honorary Advisor of the Cosmetic & Perfumery Association of Hong Kong. Mr Law is the brother of Dr KWOK LAW Kwai Chun Eleanor and the brother-in-law of Dr KWOK Siu Ming Simon. He is 62 years old.

Mr TSOI Keung Andy

Senior Vice President, Group Financial Controller, Finance and Accounting

Joined Sa Sa in October 2009, Mr Tsoi was promoted to Senior Vice President, Finance and Accounting in April 2016. He has more than 20 years of professional experience in the areas of accounting, financial planning and analysis, treasury and tax planning and senior management. Before joining the Group, he has worked in a Big 4 audit firm and held senior management positions with various renowned multinationals both in the PRC and Hong Kong. Mr Tsoi holds a Bachelor's degree in Business Administration (Graduated with Distinction) from the University of Wisconsin – Madison, USA, and is a fellow member of the Hong Kong Institute of Certified Public Accountants, and overseas member of the Chinese Institute of Certified Public Accountants (CICPA) in the PRC. He is 48 years old.

Mr YUNG Leung Wai Tony

Senior Vice President, e-Commerce

Joined Sa Sa as Senior Vice President e-Commerce in June 2016. Mr Yung oversees the overall management and development of the e-commerce business. He has over 26 years of experiences in consumer finance, private banking, retail marketing, brand management and development of regional business strategies. Before joining the Group, he has worked in various international companies, including American International Group, American Express, American International Assurance Company, Chase Manhattan Bank. Mr Yung holds a Master of Business Administration degree in Marketing from Virginia Polytechnic Institute and State University, Virginia, USA and a Bachelor's degree in Travel Industry Management from Brigham Young University, Hawaii, USA. Mr Yung is the brother-in-law of Dr KWOK Siu Ming Simon. He is 55 years old.

Ms MAK Sum Wun Simmy

Senior Vice President, General Counsel and Company Secretary

Ms Mak was General Counsel and Company Secretary of the Company from September 2009 to September 2012. She re-joined Sa Sa in October 2014 and was promoted to her present position in April 2018. Ms Mak holds a Bachelor of Laws degree from Cardiff University, the United Kingdom, a Master's degree in International Laws from Beijing University, the People's Republic of China, and a Master of Science degree in Finance from The Chinese University of Hong Kong. She was admitted as a solicitor in Hong Kong and in England and Wales in 1993, and was called to the Bar in Hong Kong in 2001. She remained as a barrister in Hong Kong until 2008 when her name was restored to the roll of solicitors in Hong Kong. Ms Mak has over 20 years of experience in legal and company secretarial practices. She is 52 years old.