

MILESTONES

1978

Mrs Eleanor Kwok and Mr Simon Kwok began their cosmetics retail business from a 40-sq. ft. "Sa Sa" counter in Hong Kong.



1990

First "Sa Sa" standalone highstreet store in Causeway Bay, Hong Kong.



1992

First branch store in Tsim Sha Tsui, Hong Kong.

1997

- Listed on the Main Board of the Hong Kong Stock Exchange in June with an oversubscription rate of more than 500 times.
- First stores in Macau, Taiwan and Singapore.



1998

First store in Malaysia.

2000

- Opening of the first La Colline specialty store.
- Launch of sasa.com to offer round-the-clock online shopping of beauty products.



2002

Appointed as sole agent for a leading global prestige brand, Elizabeth Arden, in Hong Kong and Macau.



2005

First Mainland store in Shanghai, China.

2006

First Suisse Programme beauty counter in Mainland China.



2009

First Suisse Programme specialty store in Hong Kong.

2011

- The Group's 200th store in Asia.



2013

- 35th anniversary of the Group.
- "Sa Sa Making Life Beautiful Charity Fund" was founded.
- Opening of Sa Sa Supreme, the first lifestyle concept store in Asia Pacific, in Causeway Bay, with approximately 20,000 sq. ft.





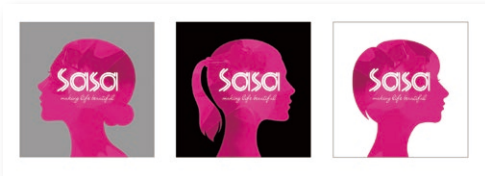
2014

- Title sponsor for the "Sa Sa Ladies' Purse Day" for the 10th consecutive year.



2015

- The Group launched a new brand image, with three women's side silhouettes echoing the brand to care for women at different ages, making them always beautiful.



2018



- 40th anniversary of the Group.
- The Group launched the co-branded "BOC Sa Sa Dual Currency Credit Card" with Bank of China (Hong Kong) and Union Pay International.



2016

- Opening of Sa Sa Boutique and SHINE.
- Strategic partnership with Tencent and JD Group.
- First O2O Store opened in Shanghai.



2017

- Sa Sa Mall was launched on WeChat.
- Sasa.com Mobile App was launched in mainland China.
- Strategic cooperation agreement with NetEase's cross-border e-commerce platform Kaola.
- Grand opening of Sa Sa's flagship store on Tmall Global.
- Launch of house brand – Eleanor in Hong Kong, with its first exclusive store in Sa Sa Supreme and the pop-up store outside Hysan Place in Causeway Bay.



Méthode SWISS



Immortal

