

# Corporate Profile

## 公司簡介

Sa Sa International Holdings Limited ("Sa Sa" or the "Group") is a leading cosmetic retailing and beauty services group in Asia. Listed on the Stock Exchange of Hong Kong in 1997 (Stock code:178), the Group employs over 1,500 staff in six markets across the region, covering Hong Kong, Singapore, Malaysia, Taiwan, Thailand and Macau. Its vision is to become the dominant cosmetic retailing and beauty services group in Asia.

Established in 1978, Sa Sa has grown from a 40 sq. ft. retail space to become today's regional "beauty" 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' platform, in three distinct business areas:

**Retail & Wholesale** - The Group sells over 400 brands, covering 15,000 skin care, fragrances, make-up 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 a **La Colline** specialty store, a **Selective** specialty store which offers products exclusive to Sa Sa and a **Elizabeth Arden counter** in Hong Kong. The international, Hong Kong and Korean sites of our e-commerce platform, **Sasa.com**, offer 24-hour on-line shopping service along with comprehensive product and corporate information.

莎莎國際控股有限公司（「莎莎」或「集團」）為亞洲區內具領導地位的化妝品零售及美容服務集團。莎莎於一九九七年在香港聯合交易所上市（股份編號：178），在亞洲區內六個主要市場包括香港、新加坡、馬來西亞、台灣、泰國及澳門僱用逾一千五百名員工。集團的目標，是成為亞洲化妝品零售及美容服務業的翹楚。

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容產品零售及服務企業。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訂價，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，莎莎正向全面以「美」為主的業務方向發展，並奠定了其獨特的市場地位：

**零售及批發業務** - 集團銷售逾四百個品牌，包括超過一萬五千種護膚品、香水、化妝品和頭髮護理用品，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Selective專門店以及在香港的伊莉莎伯雅頓專櫃。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。





le SPARKLING  
PROFUMO DI DONNA

Blumarine II

Calotine  
BLEU

Christian  
BRETON  
PARIS

CYBER COLORS

DIESEL®

ICEBERG  
EFFUSION

JAGUAR

KIRIZIA

L'OR  
TORRENTE

Mantana  
green

PAL ZILERI  
fragrances

PERRY ELLIS

PUPA

Shi  
ALFRED SUNG

SERGIO TACCHINI  
OZONE  
EAU DE TOILETTE

SUISSE  
PROGRAMME

SWISS  
BALANCE

TRANSVITAL  
ADVANCED SKIN RESEARCH

UNITED COLORS  
OF BENETTON

### Private Labels and Exclusive Distributorship

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 has been appointed by a leading global prestige brand, Elizabeth Arden, as its sole agent in Hong Kong and Macau since October 2002. The Group currently handles over 50 exclusive major brands, including brand-management and distribution. This business accounts for approximately 27.1% of Sa Sa's total retail and wholesale turnover.

### Beauty Services

The Group operates a regional network of nine **Phillip Wain** health and beauty ladies' clubs in Hong Kong, Malaysia, Singapore and Thailand for a select membership of premium customers. A **Sa Sa Beauty+** beauty and slimming centre in Hong Kong now offers quality and value-for-money beauty services for over 100,000 loyal Sa Sa VIP card members.

### 專有品牌及獨家代理

除銷售專有品牌產品外，集團亦為多個國際化粧品品牌的亞洲區獨家代理商。莎莎並獲國際知名化粧品名牌伊莉莎伯雅頓委任為香港及澳門區的獨家代理。集團現獨家代理逾五十個主要品牌，負責其品牌管理、推廣及分銷工作。此項業務佔莎莎總零售及批發營業額約百分之二十七點一。

### 美容服務

集團在香港、馬來西亞、新加坡及泰國共經營九間**菲力偉**女子健美中心，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。

