

# Corporate Profile

Sa Sa International Holdings Limited ("Sa Sa" or "the Group/ Company") is a leading cosmetics retailing and beauty services group in Asia. Listed on The Stock Exchange of Hong Kong Limited ("the Stock Exchange") in 1997 (Stock Code: 178), the Sa Sa Group employs over 2,600 staff in seven markets across the region, covering Hong Kong, Macau, Mainland China, Taiwan, Singapore, Malaysia and Thailand. Its vision is to become the dominant cosmetics retailing and beauty services group in Asia.

Sa Sa is now the largest cosmetics retail chain in Asia, according to the "Retail Asia-Pacific Top 500" ranking of Retail Asia Magazine, KPMG and Euromonitor in 2006. As one of the largest sole agents in cosmetics in Hong Kong, Sa Sa also represents over 100 international beauty brands in Asia. Established in 1978, Sa Sa has grown from a 40 sq. ft. retail space to become a regional "beauty" enterprise in Asia. Its renowned brand strength in Asia is built on innovative cosmetics retailing at best value in one-stop stores filled with leading international brands. The strength of the Sa Sa brand is reflected in the increasing number of awards the Group has gained both in Hong Kong and internationally.

Sa Sa has differentiated itself through the creation of an integrated "beauty" platform that covers three distinct business areas:

**Retail** – The Group sells over 400 brands, covering 15,000 skin care, fragrance, make-up, hair care and body care products and health supplements including own-brands and exclusive products. Its extensive regional retail network currently comprises of over 95 Sa Sa Cosmetics stores, including two 8,000 sq. ft. mega stores in Hong Kong, as well as a La Colline specialty store, an Elizabeth Arden counter and seven Suisse Programme counters. Over eight million transactions are made in its stores annually. Our e-commerce platform, Sasa.com, offers round-the-clock on-line shopping services along with comprehensive product and corporate information. It now serves customers from over 60 countries.

**Brand Management** – In addition to selling its own-brand 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 100 exclusive major beauty brands with services that include brand-management and distribution. This business accounts for over 34 per cent of Sa Sa's total retail turnover.

**Beauty Services** – The Group operates a regional network of eight Phillip Wain health and beauty ladies' clubs in Hong Kong, Malaysia, Singapore and Thailand and a men's salon, Inspire, in Hong Kong for select premium customers. The two Sasa Beauty+ beauty and slimming centres in Hong Kong now offer comprehensive, quality and value-for-money beauty services for Sa Sa's loyal customers.



ALVIERO MARTINI  
GLO

BERGMAN  
BEAUTY CARE

byblos

Caline



CELLEX-C

Christian  
BRETON  
PARIS

CYBER COLORS

fantasy  
BETHY SPEARS  
A line fragrance

Ferrari

FERRE

FIORUCCI

Gai Mattiolo

PARFUMS GRÈS  
PARIS

JAGUAR

LA PERLA

LEONARD



Montana

PAL ZILERI  
fragrances

Paris Hilton

POLICE

PUPA

SERGIO TACCHINI

Shi  
ALFRED SUNG



TOUS

TRUSSARDI

UNITED COLORS  
OF BENETTON.