Milestones

· Eleanor Kwok, a founder of the Group, and her husband, Simon Kwok, began their cosmetics retail business from a 40-square-feet "Sa Sa" counter in Hong Kong.



- · Opening of the first store in Taiwan.
- Total number of shops increases to 11 in Hong Kong.
- · Sa Sa listed on the Stock Exchange of Hong Kong in June with an oversubscription rate of more than 500 times.
- Opening of the first store in Singapore.
- Opening of the first store in Macau.



· Launch of Korean language site at Sasa.com strengthens the Group's penetration of the Korean market, one of the biggest e-commerce markets in Asia.

Opening of the first store in Malaysia.

1978

(1990)

1992

2000

2001

- Opening of the first Sa Sa Cosmetics stand-alone store in Causeway Bay, Hong Kong.
 - · Opening of the first branch store in Tsim Sha Tsui, Kowloon, Hong Kong.

- Opening of La Colline specialty store offers customers premium beauty products and services, and demonstrates the Group's diverse brand-management capabilities.
- · Acquires a major stake in Phillip Wain, a step into the Beauty Services arena.





- outlet in Asia.
- Launch of Sasa.com offers customers round-the-clock on-line shopping of beauty products.



- Appointed as sole agent for Elizabeth Arden in Hong Kong and Macau.
- Opening of Sasa Beauty+ in Hong Kong offering one-stop cosmetics, beauty and slimming services to Sa Sa's loyal customers, thereby enhancing Sa Sa's brand image.



 Official launch of a new image store featuring a contemporary and upbeat design, which

provides a pleasant shopping environment and strengthens its "Cosmetics Retail Specialist" image. The new store format is part of our continuous efforts and commitment to providing an enjoyable shopping experience for customers.

Opening of Inspire
 For Men by Phillip
 Wain, broadening
 our service offerings
 to male customers.

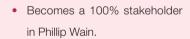


 Opening of the first Suisse Programme beauty counter in Chengdu, China.



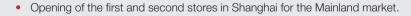
2002 2003 2004 2005 2006 2007

 25th anniversary of the Sa Sa International Group.





 10th anniversary of Sa Sa's listing in Hong Kong.



 Opening of two largest Sa Sa stores in Asia (each covering 8,000 sq.ft.) in Tsim Sha Tsui and Mongkok, Hong Kong.





