

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 over-subscription 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

1997

1998

2000

2001

- Opening of the first Sa Sa Cosmetics stand-alone store in Causeway Bay, 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 leader in premium ladies' beauty and health clubs in Asia. This marks the Group's first step into the Beauty Services arena.



- Opening of the first branch store in Tsim Sha Tsui, Kowloon, Hong Kong.



- Opening of the Group's 50th retailing 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.
- Becomes a 100% stakeholder in Phillip Wain.



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



- Opening of the first and second stores in Shanghai for the Mainland market.
- Opening of two largest Sa Sa stores in Asia (each covering 8,000 sq.ft.) in Tsim Sha Tsui and Mongkok, Hong Kong.

