



My favourite perfumes!



Biographical Details of Directors and Senior Management



Chairman & CEO, **Simon Kwok**



Vice-Chairman, **Eleanor Kwok**



CFO & Executive Director, **Guy Look**



Chief Operating Officer, **Wilson Chu**

EXECUTIVE DIRECTORS

Mr. KWOK, Siu Ming, Simon [△]

Chairman and Chief Executive Officer

Aged 54. Mr. Kwok together with his wife, Mrs. Kwok, Law Kwai Chun, Eleanor, has run Sa Sa's operations since the early days and successfully listed the company on the Stock Exchange in June 1997 with the share offering more than 500 times oversubscribed. Over the past 29 years, Mr. Kwok has played a leading role in transforming the company to a regional network of operations today. Mr. Kwok is currently the Honorary President of the Cosmetic & Perfumery Association of Hong Kong and Federation of Beauty Industry (HK), the Founding Honorary Chairman and the Vice President of the Executive Committee of the Professional Validation Centre of Hong Kong Business Sector, Governing Council Member (Retailer Category) of the Quality Tourism Services Association, and the Life President of the Hong Kong Brands Protection Alliance. He is also a Trustee of New Asia College, The Chinese University of Hong Kong, a voting member of The University of Hong Kong Foundation, a member of the University Court of Hong Kong University of Science and Technology, and a founding life member and 2007 Board Member of the Hong Kong Polytechnic

University Development Foundation. Mr. Kwok was one of the four Hong Kong/Macau winners and winner in the Retail Category in the "Ernst & Young Entrepreneur of the Year Awards China 2006". He was also named "Man of the Year 2004" by Hong Kong Business magazine.

Mr. Kwok is an active participant in the work of charities. He is the Co-Chairman of 2006 Fund-Raising Initiative of The Hong Kong Committee for the China AIDS Initiative, a member of the Hong Kong AIDS Foundation, the President of the 2006/07 Hong Kong Oriental Lions Club, the Chairman of 2007/08 Community for the Chest Organising Committee and a Co-Chairman of 2007/08 Community for the Chest Campaign Committee.

Mr. Kwok is the Chairman of the Executive Committee for the Group, and the brother-in-law of Mr. Law Kin Ming, Peter. He is also a director of Sunrise Height Incorporated and Green Ravine Limited, which are substantial shareholders in the Company. Both Mr. Kwok and Mrs. Kwok have a 50 per cent stake each in the two companies. In addition, Mr. Kwok is the director of certain subsidiaries of the Group and holds certain qualifying share in trust for a wholly-owned subsidiary in the Group.

* A member of the Audit Committee

\$ A member of the Compensation Committee

△ A member of the Executive Committee

A member of the Nomination Committee

Biographical Details of Directors and Senior Management

Mrs. KWOK, Law Kwai Chun, Eleanor § Δ #

Vice-Chairman

Aged 53. A founder of the Group and is a member of the executive and nomination committees. Mrs. Kwok has more than 31 years' experience in the sales and marketing of beauty products. With extensive professional knowledge and many years of experience in cosmetics retailing, she pioneered the unique operational concept of open-shelf display of products, making shopping a more enjoyable experience. Mrs. Kwok plays a leading role in the marketing, operations, human resources and staff training functions of the Group as well as the development of the beauty services business. Mrs. Kwok is actively involved in charity activities. She is currently the Honorary President of The Hong Kong Federation of Women ("HKFW") and a member of The HKFW Entrepreneurs Committee. She is also a director in the Board of Directors 2006-08 for Po Leung Kuk, the Honorary Vice-President of The Hong Kong Girl Guides Association 2006-07, and a patron of 2006-07 Caritas Fund Raising Campaign. She received "World Outstanding Chinese" award from the World Outstanding Chinese Association and World Chinese Business Investment Foundation in 2005. She was conferred Honorary Doctorate of Management by Morrison University, USA.

Mrs. Kwok is the wife of Mr. Kwok Siu Ming, Simon and the sister of Mr. Law Kin Ming, Peter. She is a director of Sunrise Height Incorporated and Green Ravine Limited, which are substantial shareholders in the Company. Both Mr. Kwok and Mrs. Kwok have a 50 per cent stake each in the two companies. Mrs. Kwok is a director of certain subsidiaries of the Group.

Mr. LOOK, Guy Δ

Chief Financial Officer and Executive Director

Aged 50. Mr. Look is Chief Financial Officer ("CFO") and Executive Director. Mr. Look is also the qualified accountant of the Group and a director of certain subsidiaries of the Group. Mr. Look has over 25 years of experience in local and overseas financial and general management. Prior to joining Sa Sa in March 2002, he was the CFO and an Executive Director of TOM Group Ltd.

He holds a Bachelor's degree in Commerce from the University of Birmingham, England and is an associate member of the Institute of Chartered Accountants in England and Wales. He is an associate member of the Hong Kong Institute of Certified Public Accountants and serves a Deputy Chairman of the Professional Accountants in Business Committee and a committee member of the Continuing Professional Development Committee. He is an executive committee member of the Hong Kong Retail Management Association.

Mr. Look is the nephew of Mrs. Lee, Look Ngan Kwan, Christina.

NON-EXECUTIVE DIRECTORS

Professor CHAN, Yuk Shee *, J.P.

Independent Non-Executive Director

Aged 53. Appointed as an Independent Non-Executive Director and Chairman of the Audit Committee of the Group since November 1999. Professor Chan is currently the Chair Professor of Finance as well as Senior Advisor to the President at the Hong Kong University of Science and Technology ("HKUST"). Previously, he was the Founding Dean of the HKUST Business School from 1993 to 2000 and the Justin Dart Professor of Finance at the University of Southern California from 1990 to 1993. He obtained a Ph.D. in Finance, as well as an MBA and MA in Economics from the University of California at Berkeley. He is a member of the Hong Kong Securities Institute.

Ms. KI, Man Fung, Leonie * §, J.P.

Independent Non-Executive Director

Aged 60. Appointed as an Independent Non-Executive Director of the Group in December 2006. Ms. Ki has more than 30 years' experience in integrated communication and marketing services. She was the founder, partner and Chairman/Chief Executive Officer of Grey Hong Kong Advertising Limited and Grey China Advertising Limited. Ms. Ki is Managing Director of New World China Enterprises Projects Limited since 1997 and a Director of Kunming New World First Bus Services Limited. She is also an independent Non-Executive Director of Clear Media. Ms. Ki is committed to the community and public services. She was the Chief Executive of The Better Hong Kong Foundation. She is currently a council member of UNICEF, a life member of the

Children's Cancer Foundation, a court and council member of Lingnan University, a member of the Asian Advisory Board of Cheng Yu Tung Management Institute, Richard Ivey School of Business (University of Western Ontario, Canada), a member of the Sports Commission of Hong Kong and a CPPCC member of the Yunnan Province.

Mrs. LEE, Look Ngan Kwan, Christina

Non-Executive Director

Aged 83. Appointed as an Independent Non-Executive Director of the Group in May 1997 and re-designated as Non-Executive Director in June 2004. Mrs. Lee is the widow of the founder of Television Broadcasts Limited, Mr. Lee Hsiao-Wo. Mrs. Lee has been a director of Television Broadcasts Limited since 1981 and is actively involved in Caritas, Hong Kong, a local charitable organisation. Mrs. Lee is the aunt of Mr. Guy Look.

Dr. LEUNG, Kwok Fai, Thomas * § #, J.P.

Independent Non-Executive Director

Aged 58. Appointed as an Independent Non-Executive Director of the Group in January 2000 and is the Chairman of the Compensation Committee for the Group. Dr. Leung has over 24 years' experience in management consultancy and is an expert in organisation and human resources development. Dr. Leung holds a Ph.D. in Business Administration from the University of Illinois. He has been appointed to significant positions in many public organisations and committees by the Government and was formerly Chief Executive - Asia for Hay Group, one of the world's leading management consulting firms.

Biographical Details of Directors and Senior Management

Ms. TAM, Wai Chu, Maria * § #, GBS, J.P.

Independent Non-Executive Director

Aged 61. Appointed as an Independent Non-Executive Director of the Group in June 2004 and the Chairman of the Nomination Committee of the Group. Ms. Tam was educated at London University. She qualified as a barrister-at-law at Gray's Inn, London, and practised in Hong Kong. She was a member of the Preparatory Committee for the Hong Kong Special Administrative Region (PRC) and Hong Kong Affairs Advisor (PRC). She is a member of the Commission on Strategic Development and a member of the Advisory Committee on Corruption of the Independent Commission Against Corruption. She is a deputy to the National People's Congress of The People's Republic of China and a member of the Hong Kong Basic Law Committee. She is also a member of various community services organisations.

SENIOR MANAGEMENT

Mr. CHU, Bun, Wilson

Chief Operating Officer

Aged 51. As the Group's Chief Operating Officer ("COO"), Mr. Chu is responsible for overseeing the entire cosmetics retail business of the Group in the Hong Kong, Macau and Mainland China markets. He is also a director of a subsidiary of the Group. Rejoined Sa Sa in April 2007, Mr. Chu has over 23 years of management experience in Hong Kong and Canada. He was with Sa Sa as COO from December 2003 to June 2006. Prior to this, Mr. Chu was the COO of SUNDAY Communications Limited, the President of adMart Limited, the Managing Director of The Body Shop's Hong Kong and Macau operations, an Executive Director of Giordano International Limited and Director/COO of Tiger Enterprises Limited (Giordano's joint venture in China). Mr. Chu holds a Bachelor's degree in Economics from the University of Western Ontario, Canada and an MBA from the York University, Canada. He is a member of the Hong Kong Institute of Certified Public Accountants and the Canadian Institute of Chartered Accountants.

Ms. LI, Ping Yee, Louisa

Senior Vice President, Beauty Services

Aged 50. Appointed as Senior Vice President of Beauty Services for the Group in July 2002. Ms. Li is responsible for the management and development of the Group's Beauty Services business throughout the region, including Phillip Wain and Sasa Beauty+. She is also a director of certain subsidiaries of the Group. Ms. Li has over 23 years of experience in beauty, slimming and hair care services, including three years managing cosmetic brands at L'Oréal Group, and five years as Operations Director for an international chain of beauty and slimming centres in Asia before joining Sa Sa. Ms. Li graduated in business studies from York University, Canada.

Ms. LU, Szu-Jen

Senior Vice President, Information Technology

Aged 50. Joined Sa Sa as Senior Vice President of Information Technology in December 2004. Ms. Lu has over 24 years' experience in information technology consultancy services, project management, operations and system support. Before joining Sa Sa, she was the Business Manager of EDS Hong Kong, one of the world's leading information technology services providers and management consultancies. Prior to that, she was the Chief Technology Officer of Softbank Investment International (Strategic) Limited. Ms. Lu holds a Master of Science in Computer Science from The Johns Hopkins University, Maryland, USA.

Ms. HO, Sze Nga, Maggie

General Counsel and Company Secretary

Aged 33. As General Counsel and Company Secretary, Ms. Ho is responsible for providing legal advice and support to the Group's businesses and commercial activities. Prior to joining Sa Sa in January 2004, she was the legal counsel for a group of listed companies and the company secretary of Dong Fang Gas Holdings Limited (renamed Pacific Century Premium Developments Limited), whose shares are also listed on the Main Board of The Stock Exchange of Hong Kong Limited. She is experienced in handling a wide range of corporate and commercial transactions and related company secretarial matters. Ms. Ho was admitted as a solicitor of the High Court of Hong Kong and Supreme Court of England and Wales.

Ms. HUANG, Yueh Pao, Sheena

Vice President / General Manager of Taiwan

Aged 45. Joined Sa Sa in October 2003, Ms. Huang now is Vice President / General Manager of Taiwan and oversees the entire Sa Sa operation in Taiwan. Ms. Huang has over 17 years of management experience with focus in finance and accounting. Ms. Huang was formerly the Financial Controller of Esprit Retail (Taiwan) Ltd. / Red Earth (Taiwan) Ltd. for 10 years, overseeing accounting, finance, office administration and IT functions. She obtained a Bachelor's degree of Business Administration in Accounting from Fu Jen Catholic University in Taiwan.

Ms. HUI, Kwok Kwan, Carmen

**Group Financial Controller / Vice President,
Finance & Accounting**

Aged 40. Joined Sa Sa as Group Financial Controller / Vice President, Finance & Accounting in July 2004. Ms. Hui is responsible for the finance and accounting functions of the Group and its subsidiaries. She has over 18 years of extensive experience in finance and accounting field. Before joining the Group, Ms. Hui was the General Manager of Finance of TOM Group Ltd. Ms. Hui is a fellow member of the Association of Chartered Certified Accountants and an associate member of Hong Kong Institute of Certified Public Accountants.

Biographical Details of Directors and Senior Management

Ms. LAM, Pik To, Betty

Vice President, Sa Sa dot Com

Aged 35. Joined Sa Sa dot Com as Director in August 2002 and was appointed Vice President in May 2004. Ms. Lam has over 11 years of experience in business and strategic planning as well as in e-business project implementation, marketing and advertising. Prior to joining Sa Sa, Ms. Lam was director of corporate development for a B2B trade information provider; a project manager at an international internet consultancy; and a senior consultant at a multinational business consulting firm. Ms. Lam holds an MBA degree from the University of Oxford and a Bachelor's degree in Business Administration from the Chinese University of Hong Kong.

Mr. LAW, Kin Ming, Peter

Vice President, Category Management & Product Development

Aged 51. Joined the Group in January 1996. Mr. Law has more than 25 years' experience in the field of sales and marketing, 16 of which were in senior management positions. He is also a director of a subsidiary of the Group. Mr. Law oversees the Group's category management and product development function. He is also responsible for the Group's acquisition of exclusive distribution rights of international brands and the development of own-brand products. He holds a Bachelor's degree in Arts majoring in Communications Studies from the University of Windsor, Ontario, Canada and pursued a Bachelor's degree in Commerce later. Mr. Law is a brother of Mrs. Kwok, Law Kwai Chun, Eleanor.

Ms. LOI, Wei Sin, Corina

Vice President / General Manager of Malaysia

Aged 47. Joined Sa Sa in October 1997 and was appointed Vice President / General Manager of Malaysia in January 2001. She is also a director of a subsidiary of the Group. Ms. Loi was a crucial member of the start-up team for Malaysian operation. Ms. Loi has over 24 years of marketing and retail experience ranging from health food products to high fashion. Prior to joining Sa Sa, she was with Dickson Trading (Malaysia).

Ms. LUM, Cheng Yee, Tania

Vice President / General Manager of Singapore

Aged 37. As Vice President / General Manager of Singapore, Ms. Lum is responsible for the overall management of the Group's retail business in Singapore. She is also the director of a subsidiary of the Group. She has over 15 years of experience in sales and marketing of various consumer products including cosmetics, watches and jewellery, high fashion, and healthcare products. Prior to re-joining Sa Sa in August 2006, Ms. Lum was the Regional Director (Asia Pacific) of Xen Pure & Full of Spirit Pte Ltd. She also held various sales and marketing positions at Gucci Singapore Pte Ltd. and Club21 Company Ltd. She left Sa Sa in 2000 after one year's service. Ms. Lum holds a Bachelor's degree in Business Administration from the University of Oregon, USA.

Ms. NG, Foong Yeng, Celine

Vice President, Operations - Hong Kong & Macau

Aged 40. Joined the Group as Vice President, Operations – Hong Kong & Macau in June 2006. Ms. Ng is responsible for overseeing the sales operations of retail business in Hong Kong and Macau. Ms. Ng has over 17 years of experience in retail management in North Asia mainly Taiwan, Korea, Hong Kong and Singapore. Prior to joining Sa Sa, she was the Regional Retail Manager of Fossil International (Asia Pacific) HK Pte Ltd., Regional Retail Manager (N. Asia) of The Body Shop International (Asia Pacific) Pte Ltd. based in Singapore and Regional Sales and Operation Manager of Cozzi International Ltd., a subsidiary of Fairton Group. Ms. Ng holds a Diploma in Strategic Marketing from the University of Hull and a Diploma in Retail Management from the University of Stirling.

Ms. TAM, Mi Kin, Tammy

Vice President, Operations - Eastern China

Aged 56. Joined Sa Sa in July 2004. She is now Vice President, Operations - Eastern China and responsible for overseeing the sales operations in Eastern China. Ms. Tam has over 19 years of solid experience in retail business. Prior to joining the Group, she was the Sales Manager – Chain Stores of SUNDAY Communications Limited and the General Manager, China Trade of Dickson Concepts International Ltd. and Sales Manager of Giordano Limited.

Mr. TANG, Wing Kei, Joe

Vice President, Inventory Planning & Control

Aged 45. As Vice President of Inventory Planning & Control, Mr. Tang is responsible for inventory management of the Group. He has more than 22 years working experience, of which 14 years were in the retail sector. He was with Sa Sa as Vice President of Sales Operations & Administration from January 2002 to May 2004. Before re-joining Sa Sa in November 2006, Mr. Tang was the Operations Controller of GOME Home Appliance (HK) Ltd. He was also the General Manager of Toys “R” Us and Dickson Cyber Concepts in Hong Kong. He holds an MBA degree from the University of Hull, UK.

Ms. WONG, Sau Han, Carmen

Vice President, Human Resources

Aged 47. Joined Sa Sa in December 2001 as Vice President, Human Resources. Ms. Wong has over 24 years of professional experience in human resources management, of which the past 15 years were in the retail industry. Prior to joining Sa Sa, Ms. Wong was the Human Resources Director for Hong Kong and PRC operations for Le Saunda Holdings Limited, a listed shoes retailer and manufacturer, for nearly ten years. She obtained her Master’s degree in Human Resources Management from Salford University in the UK.