

corporate profile

Sa Sa International Holdings Limited ("Sa Sa" or "Group/ Company") is a leading cosmetics retailing group in Asia. Listed on The Stock Exchange of Hong Kong Limited ("Stock Exchange") in 1997 (Stock Code: 178), the Sa Sa Group employs over 2,300 staff in six markets across the region, covering Hong Kong, Macau, Mainland China, Taiwan, Singapore and Malaysia. Its vision is to become the dominant cosmetics retailing group in Asia.

Sa Sa is now the largest cosmetics retail chain in Asia and one of the top five retail groups in Hong Kong, according to the "Retail Asia-Pacific Top 500" ranking of Retail Asia magazine, KPMG and Euromonitor in 2007. As one of the major 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 products retail 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 two 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 110 Sa Sa Cosmetics stores, including one 8,000 sq. ft. mega store in Hong Kong, as well as a La Colline specialty store, an Elizabeth Arden counter and twelve Suisse Programme counters. Over eleven million transactions are made in its stores annually. Our e-commerce platform, Sasa.com, offers round-the-clock online shopping services along with comprehensive product and corporate information. It now serves customers from over 80 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 manages over 100 exclusive international beauty brands with services that include brand building, marketing, sales and distribution. This business accounts for over 36 per cent of Sa Sa's total retail turnover.

