

making life beautiful





Rose

Rose

hydro radiance
toner

Sasa
skin care

Rainbow
Enriched with
Vitamin E
Soft
& Smooth

Lip Gloss
Sasa
cosmetics

Flawless

Light Diffusing
Perfect Blend

Liquid Foundation
SPF15 PA++

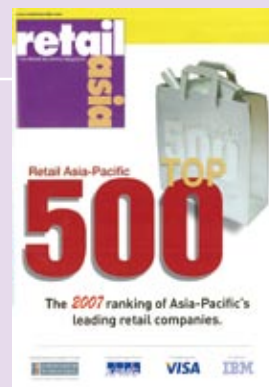
Sasa
cosmetics

Sasa
cosmetics

awards and recognition

Retail Branding

Sa Sa is 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" rankings of Retail Asia Magazine, KPMG and Euromonitor in 2007.



Sa Sa is presented with the **Retail Chain category award** in the 2007 High Flyers of Hong Kong Business magazine for the fourth consecutive year.



Sa Sa is ranked first among all Hong Kong brands in the **Consumers' Most Favorable Hong Kong Brands** and is one of the top 20 brands among the **Most Favorable Enterprise with Good Credibility** in the Most Favourable Brands of the Nation 2008 campaign organised by Hong Kong Association of Chinese Travel Organisers, Hong Kong Polytechnic University and a number of professional bodies.



Sa Sa is accredited the **Hong Kong Q-Mark** by the Hong Kong Q-Mark Council under the auspices of the Federation of Hong Kong Industries for the third consecutive year in 2008. The Q-Mark is a sign of quality excellence.

Corporate Branding



Sa Sa receives the “**Judging Panel – Grand Prize**” for the **Personal Care** section in the **The Hong Kong Corporate Branding Award 2007** jointly organised by Ming Pao and the Department of Marketing of the Chinese University of Hong Kong.

Sa Sa receives the **The Best Brand Enterprise Award** in the “The Best Brand Enterprise Award” organised by Hong Kong Productivity Council for the second consecutive year in 2007.



2007

THE BEST BRAND ENTERPRISE AWARD

最佳創建品牌企業獎



Chairman & CEO, Mr. Simon Kwok, receives the **Owner-Operator Award** at the **DHL/SCMP Hong Kong Business Awards 2007**.

awards and recognition

Service Excellence



Sa Sa is awarded **Hong Kong Premier Service Brand** among only four awardees in the “Hong Kong Top Service Brand Awards” organised by Hong Kong Brand Development Council and The Chinese Manufacturers’ Association of Hong Kong in 2007.



A Sa Sa beauty consultant and a store supervisor receive the **2007 Service and Courtesy Award – Junior Frontline Level & Supervisory Level under the Beauty Products / Cosmetics Category** organised by Hong Kong Retail Management Association.



La Colline shop is awarded the **Service Category Leader of the Beauty Products / Cosmetics Category** for the third successive year in the Mystery Shoppers Programme 2007 organised by Hong Kong Retail Management Association.

In Eastweek magazine’s **Hong Kong Service Awards 2008**, saluting merchants that contribute to the local economy and standard of living, Sa Sa receives the **Free Walkers’ Choice** award for the second consecutive year.



Five Sa Sa colleagues who represented Sa Sa in the 40th **Distinguished Salesperson Award** organised by Hong Kong Management Association receive the award.

Popularity Among Tourists

As the top transaction merchant, Sa Sa is awarded **Top Transaction Merchant for Visa Preferred Merchants Tourists Offers 2007** and **Top Transaction Merchant for Experience Macau** with Visa 2007 in the Visa Preferred Merchants Program 2007 (HK/Macau).



Sa Sa is named as the **Most Popular Cosmetics Specialty Store** among the "Top Ten Hong Kong Shopping Spots" in the Top Hong Kong & Shenzhen Retail Chart 2007 jointly organised by China Unionpay, Industrial and Commercial Bank of China and Shenzhen Retail Business Association. Sa Sa also receives **The Most Sought-after Retail Brand** award.



Corporate Social Responsibility

Prime Magazine grants Sa Sa the **Prime Award for Corporate Social Responsibility** for two consecutive years in 2006 and 2007, recognising our good corporate citizenship and contributions to society.



商界展關懷

caringcompany 2006-08

Awarded by The Hong Kong Council of Social Service
香港社會服務聯會頒發

Sa Sa is awarded the **Caring Company** title for 2006-2008 by the Hong Kong Council of Social Service.