

milestones

1978

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



1990

- Opening of the first Sa Sa Cosmetics stand-alone high-street store in Causeway Bay, Hong Kong.

1992

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



1997

- 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.

1998

- Opening of the first store in Malaysia.

2000

- Opening of La Colline specialty store offers customers premium beauty products and services, and demonstrates the Group's diverse brand management capabilities.



- Sa Sa acquires a major stake in Phillip Wain, a leader in premium ladies' beauty and health clubs in Asia.
- Opening of the Group's 50th store in Asia.
- Launch of Sasa.com offers customers round-the-clock on-line shopping of beauty products.

2001

- 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.



2002

- Appointed as sole agent for Elizabeth Arden in Hong Kong and Macau.



2003

- 25th anniversary of the Sa Sa International Group.

2004

- Official launch of a new image store featuring a contemporary and upbeat design, which provides a pleasant shopping environment and strengthens Sa Sa's "Cosmetics Retail Specialist" image. The new store format is part of our continuous efforts and commitment to providing an enjoyable shopping experience for customers.



2005

- Opening of the first Mainland store in Shanghai, China.

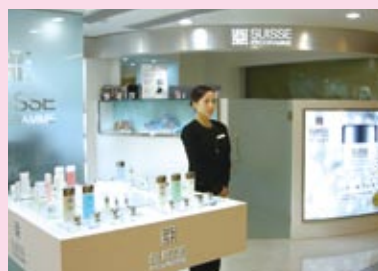


- Opening of the largest Sa Sa store in Asia (covering 8,000 sq.ft.) in Tsim Sha Tsui, Hong Kong.



2006

- Opening of the first Suisse Programme beauty counter in Mainland China.



2007

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

2008

- 30th anniversary of Sa Sa International Group.



- Opening of the Group's 100th store in Asia.
- Disposal of beauty services business to focus on core retail and brand management businesses.
- Opening of first five stores in Beijing, China.

