





simple sparkling beauty



corporate social responsibility

As one of Asia's leading companies with a well-recognised brand name and profile, Sa Sa is committed to the sustainable development of the communities in which we operate and to the integration of environmental, ethical and social principles into our business decisions. To this end, we have undertaken many social and environmental initiatives, enhancing the well-being and sustainable development both of our Company and of the broader community in which our customers live and work.

Caring for the Community

During the year, Sa Sa continued to offer donations and sponsorship to local institutions to support education in Hong Kong, such as the Chinese University of Hong Kong, the University of Hong Kong and the Hong Kong Polytechnic University.

Sa Sa has long participated in the activities of the Community Chest and Po Leung Kuk of Hong Kong. In 2007/08, we donated to their various fund-raising programmes including "Celebrities Sing for the Chest" and "Community for the Chest" charity shows, as well as those under Po Leung Kuk such as Child Sponsorship Programme, fund-raising TV show, the establishment of the HKU Space-Po Leung Kuk Community College, the Po Leung Kuk Playground and its Children Services Building renovation projects.



Other beneficiaries in cash or kind included ORBIS, Caritas, the Hong Kong AIDS Foundation, the Hong Kong Federation of Women, the Senior Citizen Home Safety Association, the Boys' & Girls' Club Association of Hong Kong, the Children's Heart Foundation, Lifeline Express, the Hong Kong Girl Guides' Association, the Hans Andersen Club and so on.

Encouraging Employee Participation

Sa Sa encourages everyone in the Company to make a positive contribution towards the betterment of society and the development of our industry, affirming our responsibility as a good corporate citizen.

As ever, our senior management continued to lead the way by "walking the talk". Chairman & CEO Mr. Simon Kwok was appointed Co-Chairman of the 2007/2008 Community for the Chest Organising Committee, and Chairman of the 2007/08 Community for the Chest TV Show Organising Committee. Our Vice-Chairman, Mrs. Eleanor Kwok, was appointed as

Director in the Board of Directors 2007-08 of Po Leung Kuk. Various Sa Sa senior executives also joined Mr. Simon Kwok in speaking at seminars and forums during the year to share their experiences with industry practitioners and students. Organisations that they supported as speakers included Quality Tourism Services Association, the Open University of Hong Kong, The Chinese Manufacturers' Association of Hong Kong, Hong Kong Productivity Council and Hong Kong Logistics Development Council.

2007/08 was also a year in which we continued to mobilise staff participation in charity and social activities of all kinds. For example, Sa Sa volunteers paid home visits to elderly people under the "Po Leung Kuk Elderly Visit Programme" and made visits to the Hong Kong Society for the Deaf and a day care centre for the mentally retarded of Heaven of Hope Christian Service. Sa Sa trainers also conducted a series of make-up, body care and hair styling courses for the senior volunteers of Po Leung Kuk as part of our "Making Life Beautiful" Beauty Ambassador Training Programme.



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A team of staff and their families participated in the Walk for Millions to raise funds for the Community Chest. Other caring initiatives by our staff included Dress Special Day and Skip Lunch Day of the Community Chest, as well as the "Qile" Cake Charity Sale of Heaven of Hope Christian Service, the Moon Cake Charity Sale, and the Chinese Lunar Year Festive Food Charity Sale of Po Leung Kuk.



Supporting Social Development in China

Sa Sa's support for the community and the society in which we operate extends beyond the confines of Hong Kong to the motherland as a whole. During the year, Sa Sa raised funds for the China AIDS Initiative (CAI) for HIV/AIDS projects of CAI in the Mainland.

In response to the tragic earthquake in Sichuan province in May 2008, the Company made strenuous efforts to contribute funds for the victims. The total amount raised by Sa Sa Group, together with the personal donations of Mr. and Mrs. Simon Kwok, was over HK\$2.5 million, and was passed to World Vision, the Salvation Army, the Red Cross, the HKSAR Government, UNICEF and Oxfam as relief funds. Activities included a charity sale of "Sasa" products, fund-raising from staff in the region, as well as placing donation boxes in all Hong Kong and Macau shops to assist fund-raising from the public. Also, an emergency relief allowance was granted to the affected staff in Sichuan.





Working for a Better Environment

Sa Sa is committed to environmental responsibility in its business activities. In addition to making contribution to World Wide Fund For Nature Hong Kong as a corporate member, we continued to implement a series of “green” initiatives to reduce energy and paper consumption, and encourage recycling during the year.

In 2007/08 we reduced paper consumption by some 20%, and plastic bag consumption by 14%. Since December 2007, Sa Sa participated in “No Plastic Bag Day” campaign in Hong Kong on a weekly instead of a monthly basis, with proceeds being donated to Oxfam Hong Kong and Greeners Action to support environmental protection activities.

Other energy-saving initiatives included the recycling of waste paper, automatic switching off of the lighting and air conditioning in our main offices at non-peak times, further

reductions in electricity and water consumption, the recycling of toner cartridges and ink-jet bottles, the recycling of carton box and packaging materials in our warehouse and logistics centre, and computer recycling through the Hong Kong Caritas Computer Recycle Project.

Recognition

Our contributions in the area of community and environmental concern were widely recognised in a series of awards throughout the year. Prime Magazine granted Sa Sa its “Prime Award for Corporate Social Responsibility 2007”. We continued to be awarded the “Caring Company” recognition by the Hong Kong Council of Social Service and received the “President’s Award” for the contributions Sa Sa made to the Community Chest for 2006/07.