

beauty is fun





GUESS
by Marciano

ESSENCE OF
WOMAN

UNITED COLORS
OF BENETTON

FERRE
ROSE

PURE
POLICE

biographical details of directors and senior management

CFO & Executive Director
Guy Look



Chairman & CEO
Simon Kwok



Vice-Chairman
Eleanor Kwok



Chief Operating Officer
Wilson Chu



The greatest asset of Sa Sa
is our people.

Executive Directors

Mr. KWOK, Siu Ming, Simon [△], J.P.

Chairman and Chief Executive Officer

Aged 55. 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 of Hong Kong in June 1997 with the share offering more than 500 times oversubscribed. Over the past 30 years, Mr. Kwok has played a leading role in transforming the Company into a leading market player with a regional network of operations in Asia. Mr. Kwok is currently a Committee Member of the Chinese People's Political Consultative Conference of Hubei Province, 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, a Governing Council Member (Retailer Category) of the Quality Tourism Services Association, a Founding Member of the Hong Kong Professionals and Senior Executives 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 the Winner of the "Owner-Operator Award" at the DHL/SCMP Hong Kong Business Awards 2007 and 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 received an Honorary Doctoral Degree from the Sinte Gleska University of California.

Mr. Kwok is an active participant in the work of charities. He is an Honorary Advisor and Organising Committee Member of the 2007 Fund-Raising Initiative of The Hong Kong Committee for the China AIDS Initiative, an Executive Board Member of the 2007/08 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, Senior Vice President of Category Management and

Product Development of the Company. He is also director and shareholder of Sunrise Height Incorporated and Green Ravine Limited, which are controlling and substantial shareholders of 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. Details of his interest in the shares and underlying shares in the Group are set out in "Report of the Directors".

Mrs. KWOK, Law Kwai Chun, Eleanor ^{§ △ #}

Vice-Chairman

Aged 54. A founder of the Group and a member of the Executive, Compensation and Nomination committees. Mrs. Kwok has more than 32 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. She is currently the Honorary President of the Cosmetic & Perfumery Association of Hong Kong, the Honorary President of The Hong Kong Federation of Women ("HKFW") and a member of The HKFW Entrepreneurs Committee. Mrs. Kwok won the "Outstanding Women Entrepreneurs Award" of the Hong Kong Women Professionals & Entrepreneurs Association in 2008, and received a "World Outstanding Chinese" award from the World Outstanding Chinese Association and World Chinese Business Investment Foundation. She was conferred an Honorary Doctorate of Management by Morrison University, USA, and an Honorary Fellowship by the Professional Validation Centre of Hong Kong Business Sector.

Mrs. Kwok is actively involved in charity activities. She is a director in the Board of Directors 2006-08 for Po Leung Kuk, the Honorary Vice-President of the Hong Kong Girl Guides Association 2006-08, and a patron of 2007 Caritas Fund Raising Campaign.

Mrs. Kwok is the wife of Mr. Kwok Siu Ming, Simon, and the sister of Mr. Law Kin Ming, Peter, Senior Vice President of Category Management and Product Development of the Company. She is director and shareholder of Sunrise Height Incorporated and Green Ravine Limited, which are controlling and 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. Details of her interest in the shares and underlying shares in the Group are set out in "Report of the Directors".

* 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

Mr. LOOK, Guy ^Δ

Chief Financial Officer and Executive Director

Aged 51. 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 26 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. Mr. Look is a member of the Statistics Advisory Board of the Hong Kong Government, and an executive committee member of the Hong Kong Retail Management Association. He is also a Member of the Departmental Advisory Committee for the Department of Management Sciences of the City University of Hong Kong.

Mr. Look is the nephew of Mrs. Lee, Look Ngan Kwan, Christina. Details of his interest in the shares and underlying shares in the Company are set out in “Report of the Directors”.

Non-executive Directors

Professor CHAN, Yuk Shee *, J.P.

Independent Non-Executive Director

Aged 54. Appointed as an Independent Non-Executive Director and Chairman of the Audit Committee of the Group since November 1999. Professor Chan is currently the President of the Lingnan University of Hong Kong. Previously, he had served as Vice President for Academic Affairs of the Hong Kong University of Science and Technology. 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 the Chairman of the Advisory Committee on Social Work Training and Manpower Planning, and a member of the Public Service Commission and the Process Review Panel for the Securities and Futures Commission. Details of his interest in the shares and underlying shares in the Group are set out in “Report of the Directors”.

Ms. KI, Man Fung, Leonie * [§], SBS, J.P.

Independent Non-Executive Director

Aged 61. Appointed as an Independent Non-Executive Director of the Group in December 2006. Ms. Ki has more than 31 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 Yunnan Province.

Mrs. LEE, Look Ngan Kwan, Christina

Non-Executive Director

Aged 84. 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. Details of her interest in the shares and underlying shares in the Company are set out in "Report of the Directors".

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

Independent Non-Executive Director

Aged 59. 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 25 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 Hong Kong Government and was formerly Chief Executive – Asia for Hay Group, one of the world's leading management consulting firms.

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

Independent Non-Executive Director

Aged 62. 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 Task Group on Constitutional Development 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. Details of her interest in the shares and underlying shares in the Company are set out in "Report of the Directors".

Senior Management

Mr. CHU, Bun, Wilson

Chief Operating Officer

Aged 52. 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. Mr. Chu has over 24 years of management experience in Hong Kong and Canada. He was with Sa Sa as COO from December 2003 to June 2006, and rejoined the Group in April 2007. 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 York University, Canada. He is a member of the Hong Kong Institute of Certified Public Accountants and the Canadian Institute of Chartered Accountants. Mr. Chu is the Vice-President of the Cosmetic & Perfumery Association of Hong Kong for 2007-09.

Mr. LAW, Kin Ming, Peter

Senior Vice President, Category Management & Product Development

Aged 52. Joined the Group in January 1996 and was appointed Senior Vice President, Category Management & Product Development in January 2008. Mr. Law has more than 26 years' experience in the field of sales and marketing, 17 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.

biographical details of directors and senior management

Ms. LU, Szu-Jen

Senior Vice President, Information Technology

Aged 51. Joined Sa Sa as Senior Vice President of Information Technology in December 2004. Ms. Lu has over 25 years' experience in information technology project management. 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. CHAN, Sau Wai, Jessica

Vice President / General Manager of Singapore

Aged 37. As Vice President / General Manager of Singapore, Ms. Chan is responsible for overseeing the retail business of the Group in Singapore. She is also a director of a subsidiary of the Group. Ms. Chan has over 13 years of experience in financial and general management. Prior to joining Sa Sa in January 2008, she was the CEO of the Malaysia operations and the Project Director of a listed company in Singapore. Ms. Chan is a fellow member of the Association of Chartered Certified Accountants and an associate member of the Malaysia Institute of Accountants.

Ms. HO, Sze Nga, Maggie

General Counsel and Company Secretary

Aged 34. 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 46. 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 18 years of management experience with a 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 41. 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 19 years of extensive experience in the 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.

Ms. LAW, Mei Yee, Judy

Vice President, Category Management & Product Development

Aged 52. Joining the Group in February 2008, Ms. Law was appointed as Vice President, Category Management & Product Development. She is mainly responsible for overseeing the development and management of the Group's own-brands. Ms. Law has over 25 years of experience in product development in the cosmetics industry and brand management of beauty brands including Darphin and Elizabeth Arden. Prior to joining Sa Sa, Ms. Law worked with the Beauty Group as the General Manager of Ingrid Millet, Shimmer and Bioscreen. Ms. Law holds a Certificate in Marketing from the Seneca College, Canada.

Mr. LEE, Man Chun, Jacky

Vice President / General Manager of Eastern China

Aged 43. Joined Sa Sa in July 2007 as Vice President / General Manager of Eastern China. He is responsible for overseeing the Group's overall business in Eastern China. Mr. Lee was the Divisional General Manager of L'Oreal HK Ltd. and the General Manager of a French cosmetics group in the Asia Pacific region. Mr. Lee holds a Bachelor's degree in Science from the University of Hong Kong and a Diplome Grandes Ecoles (equivalent to MBA) from Ecole de Management Lyon in France.

Ms. LOI, Wei Sin, Corina

Vice President / General Manager of Malaysia

Aged 48. 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 the Malaysian operation. Ms. Loi has over 25 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. LUNG, Man Wai, Agnes

Vice President, Marketing

Aged 35. Joined Sa Sa in July 2007 as Vice President – Marketing. Ms. Lung is in charge of the overall marketing function of the Group. She has over 13 years of marketing and brand management experience in the cosmetics and retail industries and worked for various multinational cosmetics companies like L'Oreal Ltd., Shiseido and LVMH group, as well as multinational retailers such as Duty Free Shopper Group Limited (DFS). Ms. Lung holds a Bachelor's degree in Business Administration majoring in Marketing from University of Technology, Sydney, Australia.

Ms. NG, Foong Yeng, Celine

Vice President, Operations – Hong Kong & Macau

Aged 41. 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 18 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, UK.

Mr. TANG, Wing Kei, Joe

Vice President, Inventory Planning & Control

Aged 46. As Vice President of Inventory Planning & Control, Mr. Tang is responsible for inventory management of the Group. He has more than 23 years' working experience, of which 15 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. SHEK, Mei Ling, Gemini

Director, Human Resources

Aged 37. As Director, Human Resources of the Group, Ms. Shek is responsible for the management and development of the Group's human resources function throughout the region. Ms. Shek has over 10 years of experience in human resources management. She was with Sa Sa as Human Resources Manager from September 2004 to April 2007. Before re-joining the Group in January 2008, Ms. Shek was the Human Resources Manager of Deloitte Touche Tohmatsu. She was also the Human Resources Manager of Johnson Stokes & Master and the Human Resources & Administration Manager of Kroll Associates (Asia) Limited. Ms. Shek holds a Master's degree in Management from the Hong Kong Polytechnic University and a Bachelor's degree in Social Sciences from the University of Hong Kong.