

Vision

To be the dominant and most preferred cosmetics retailing group in Asia.

Mission

- ☞ Offer comprehensive beauty solutions to customers and create unique experience together;
- ☞ Grow and develop with our staff, so that they enjoy work and together we share success;
- ☞ Create value to our shareholders;
- ☞ Be a good corporate citizen.

Sa Sa International Holdings Limited ("Sa Sa" or "Group/ Company") is a leading cosmetics retailing group in Asia. The Sa Sa Group was listed on The Stock Exchange of Hong Kong Limited in 1997 (Stock Code: 178) and its business covers Hong Kong, Macau, Mainland China, Taiwan, Singapore and Malaysia, in which markets it employs over 2,800 staff. Maintaining its position as the dominant and most preferred cosmetics retailing group in Asia is the Group's vision. Our four-fold mission is to offer comprehensive beauty solutions to customers and create unique experiences together; to grow and develop with our staff so that they enjoy work and together we share success; to create value to our shareholders; and to be a good corporate citizen.

According to the "Retail Asia-Pacific Top 500" ranking of Retail Asia Magazine, KPMG and Euromonitor in 2009, Sa Sa is now the largest cosmetics retail chain in Asia and one of the top ten retail groups in Hong Kong. Sa Sa also represents over 100 international beauty brands in Asia, being one of the major sole agents in cosmetics in the region. Sa Sa has grown from a 40 sq. ft. retail space at its foundation in 1978 to become a regional beauty enterprise. Building on innovative cosmetics retailing at best value in one-stop stores filled with leading international brands, its brand strength has become renowned all over Asia. The increasing number of awards the Group has gained both in Hong Kong and internationally reflects this increasing strength.

Two distinct business areas support the integrated "beauty" platform by which Sa Sa has differentiated itself:

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 150 "Sasa" multi-brand stores, as well as a La Colline specialty store, a Suisse Programme specialty store and 24 Suisse Programme counters. Over 14 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 handles over 100 exclusive major beauty brands with services that include brand building, promotion and distribution. This business accounts for over 38% of Sa Sa's total retail turnover.