

Awards and Recognition

RETAIL BRAND RECOGNITION



Sa Sa is the **largest cosmetics retail chain in Asia** and **one of the top ten retail groups in Hong Kong**, according to the “Retail Asia-Pacific Top 500” rankings of Retail Asia Magazine, KPMG and Euromonitor in 2009.



The Group's La Colline shop was awarded the **Retail Marketer of the Year** in the FAPRA Awards 2009 organised by the Federation of Asia-Pacific Retailers Associations.



Sa Sa received the **Grand Prize of the Personal Care Retail Category-Judging Panel** for the third successive year in “The Hong Kong Corporate Branding Awards 2009 -10” jointly organised by the Department of Marketing of the Chinese University of Hong Kong and Ming Pao newspaper.

Sa Sa was named one of the **Top Ten Favourite Brands in Hong Kong** for the fifth consecutive year in 2009 by the readers of Guangzhou Daily, one of the most popular dailies in the PRC. Sa Sa also received the **Merchants of Integrity in Hong Kong & Macau Award** in the Cosmetics category for the sixth successive year in 2009.





Sa Sa was among the **top 10 brands** presented with the **Most Favourable Enterprise with Good Credibility** Accreditation in 2009 by the Reputation Institute, China Enterprise Reputation and Credibility Association (Overseas), Tsinghua University, Asian Centre for Brand Management (ACBM) of the Hong Kong Polytechnic University, Hong Kong Association of China Travel Organisers, and a number of professional bodies.

Sa Sa was awarded the **PRC Consumers' Most Favourable Hong Kong Brands** for the fifth consecutive year and was presented the **Gold Award** in the Most Favourable Brands of the Nation campaign 2009 organised by the China Enterprise Reputation and Credibility Association (Overseas), Reputation Institute and a number of media and professional bodies.



Sa Sa was named the **Most Popular Cosmetics Specialty Store** in the 2009 Retail Chart of Peony Credit Card by China Unionpay Hong Kong Office, Industrial and Commercial Bank of China Shenzhen Branch and Shenzhen Retail Business Association.



Sa Sa was named **Hong Kong Classic Brands** 2009 by East Week magazine in recognition of Sa Sa's quality products and services over a period of more than 30 years as well as Sa Sa's reputation as a popular local brand in Hong Kong.

SERVICE EXCELLENCE

Sa Sa's beauty consultant and store supervisor received the **Service and Courtesy Awards – Junior Frontline Level and Supervisory Level in the Beauty Products / Cosmetics Category** organised by the Hong Kong Retail Management Association in 2009 for the third successive year.



La Colline shop was awarded the **Service Category Leader of the Beauty Products / Cosmetics Category** for the fifth consecutive year, and the winner of the highest award – **Service Retailer of the Year** for the fourth time – in the 2009 Mystery Shoppers Programme organised by the Hong Kong Retail Management Association.

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CORPORATE BRANDING & MANAGEMENT

Sa Sa was named the **Best Mid Cap company** in Hong Kong in the Asia's Best Companies Poll 2010 conducted by FinanceAsia magazine.



Sa Sa is ranked 5th in **Best Investor Relations** and 8th in **Best Corporate Governance** among all listed companies in Hong Kong in the Asia's Best Companies Poll 2009 conducted by FinanceAsia magazine.



Sa Sa received the **Platinum Award in the Non-Hang Seng Index (Mid-to-Small Market Cap) Category** of the Best Corporate Governance Disclosure Awards 2009 organised by the Hong Kong Institute of Certified Public Accountants, in recognition of Sa Sa's most outstanding corporate governance disclosures and practices among the peers.




Best Corporate Governance
Disclosure Awards
最佳企業管治資料披露大獎



Sa Sa received the **Certificate of Excellence** in the IR Magazine Hong Kong & Taiwan Awards 2009, as one of the 58 top performers among over 1,800 listed companies in Hong Kong and Taiwan.

Sa Sa was awarded the **5 Consecutive Years Caring Company Logo** in 2009/10 by the Hong Kong Council of Social Service.



sasatinnie

Super Dolly Powerful Curling Mascara
received category award from
only-lady.com, a leading PRC beauty site

Users' comments:

...It's GREAT! Does exactly what it says, doesn't clump nor smudge, and lengthens my lashes a lot...It's especially good for those who have difficulties to reach lashes in the outer corners of the eyes: it has tiny combs in the brush's tip, which is quite helpful and clean.
Mariana Aguiar, Rio de Janeiro, Brazil

This mascara is great. It makes my eye lashes look lengthy and thick with only one coating...
Heidi Gao, Wiley Park, Australia

...It is long lasting; smudge-proof, sweat-proof and water-proof. It lengthens and thickens your lashes with a notable difference.
Huey, Australia



Exclusive Distributorship

ALAIN DELON

CELLEX-C

Ferrari

LA PERLA

Paris Hilton

SUISSE
PROGRAMME

ALVIERO MARTINI
GIO

COLLISTAR
MADE IN ITALY

FERRE

lotto

PERRY ELLIS

SWISS ARMY

BERGMAN
BEAUTY CARE

CYBER COLORS

GUESS

Méthode SWISS
BEAUTY CARE

POLICE
PARFUMS

SWISS Rituel

byblos

Disney

肌っ子

MIDNIGHT
fantasy

PUPA

TALIKA
ESTABLISHED

Calotine
BLEU

DISQUARED
WOOD

ICEBERG

NATIO
NATURAL AUSTRALIAN BEAUTY

redearth

TOUS

catwalk

Ed Hardy
by Christian Audigier

IN ESSENCE
BIOMATHEMATICS

NUXE
PARIS

LES PARFUMS
Santal de Indes

TRANSVITAL
ADVANCED SWISS RESEARCH

DUCATI

JAGUAR

PAL ZILERI
fragrances

SERGIO TACCHINI

TRUSSARDI

CAUDALÍE
PARIS

Elizabeth Arden

La Colline
Swiss Riviera Beauty Treatment

parh

SkinPeptoxyl

UNITED COLORS
OF BENETTON