

# Milestones



## 1978

- Opening of the first "Sasa" counter in Hong Kong.

## 1990

- Opening of the first "Sasa" 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, demonstrating the Group's diverse brand management capabilities.
- Launch of sasa.com offers customers round-the-clock on-line shopping of beauty products.



## 2002

- Appointed as sole agent for a leading global prestige brand, Elizabeth Arden, in Hong Kong and Macau.



## 2005

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



## 2006

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



## 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.

## 2009

- Opening of the largest "Sasa" store in Asia (covering 10,000 sq.ft.) in Tsim Sha Tsui, Hong Kong.
- Opening of the first two "Sasa" stores in Wuhan, China.
- Opening of the first "Sasa" store in Suzhou, China.
- Opening of the first Suisse Programme specialty store in Hong Kong.









Brightening  
Soothing  
Moisturizing

sasatinnie

Water Plus  
Brightening  
Cleansing Lotion