



Biographical Details of Directors and Senior Management



Executive Directors

Dr KWOK Siu Ming Simon ^{§ ^, JP}

Chairman and Chief Executive Officer

Aged 57. Dr Kwok together with his wife, Dr 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. Over the past 32 years, Dr Kwok has played a leading role in transforming the Company into a leading market player with a regional network of operations in Asia. Dr Kwok is currently a Committee Member of the Chinese People's Political Consultative Conference of Hubei Province, the Honorary Life President and a Councillor of the Cosmetic & Perfumery Association of Hong Kong, the Honorary President of Federation of Beauty Industry (HK), Vice-chairman of the Quality Tourism Services Association Governing Council, the Honorary Founding President of the Professional Validation Centre of Hong Kong Business Sector, and the Honorary Life President of the Hong Kong Brands Protection Alliance. He is also a selected member of the Board of Trustees of New Asia College, The Chinese University of Hong Kong, a voting member of The University of Hong Kong Foundation, an appointed member of the University Court of Hong Kong University of Science and Technology, and a board member and a founding life member of the Hong Kong Polytechnic University Development Foundation. Dr Kwok was the winner of the "Owner-Operator Award" at the DHL/SCMP Hong Kong Business Awards 2007 and a winner in the Retail Category in the "Ernst & Young Entrepreneur of the Year Awards China 2006". Dr Kwok received a *honoris causa* doctorate degree in Business Administration from the Lingnan University in 2008.

Dr Kwok is an active participant in the work of charities. He is a member of the Board of Directors of the Community Chest (2009-11), an Executive Board Member of the Hong Kong AIDS Foundation (2006-11), and an Honorary Advisor (since 2006) and the Co-chairman for the Organising Committee (2006 & 2009) of The Hong Kong Committee for the China AIDS Initiative.

Dr Kwok is the Chairman of both the Executive Committee and the Risk Management Committee of the Company, 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 a director and shareholder of Sunrise Height Incorporated and Green Ravine Limited, the respective controlling and substantial shareholders of the Company. Both Dr Simon Kwok and Dr Eleanor Kwok have a 50% stake each in the two companies. In addition, Dr Kwok is a director of certain subsidiaries of the Group. Details of his interest in the shares and underlying shares in the Group are set out in "Report of the Directors".

* A Member of the Audit Committee

Δ A Member of the Compensation Committee

§ A Member of the Executive Committee

A Member of the Nomination Committee

^ A Member of the Risk Management Committee

Dr KWOK LAW Kwai Chun Eleanor ^{Δ # § ^, BBS}

Vice-Chairman

Aged 56. A founder of the Group and a member of the Executive Committee, Compensation Committee, Nomination Committee and Risk Management Committee. Dr Kwok has more than 34 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 beauty products, making shopping a more enjoyable experience. Dr 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, an Executive Committee Member of the Guangdong Women's Federation, the Honorary President of The Hong Kong Federation of Women ("HKFW") and a member of The HKFW Entrepreneurs Committee. Dr 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.

Dr Kwok is actively involved in charity activities. She is a director in the Board of Directors for Po Leung Kuk (2006-10), the Honorary Vice-President of the Hong Kong Girl Guides Association (2006-11), and a patron of Caritas Fund Raising Campaign (2007-10).

Dr Kwok is the wife of Dr 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 a director and shareholder of Sunrise Height Incorporated and Green Ravine Limited, the respective controlling and substantial shareholders of the Company. Both Dr Eleanor Kwok and Dr Simon Kwok have a 50% stake each in the two companies. Dr 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".

Biographical Details of Directors and Senior Management

Mr LOOK Guy [§] ^

Chief Financial Officer and Executive Director

Aged 53. Mr Look is the CFO, Executive Director, and a director of certain subsidiaries of the Group. Mr Look has over 28 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.com Limited (renamed TOM Group Ltd.). Mr Look was appointed as an Independent Non-Executive Director of Café de Coral Holdings Limited in April 2009. He holds a Bachelor's degree in Commerce from the University of Birmingham, England. Mr Look is an associate member of the Institute of Chartered Accountants in England and Wales and the Hong Kong Institute of Certified Public Accountants ("HKICPA"). He is also a member of the Professional Accountants in Business Leadership Panel of HKICPA. Mr Look is the Vice Chairman of the Hong Kong Retail Management Association. He is a member of the Statistics Advisory Board of the Government of the Hong Kong Special Administrative Region and 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 ^{*}, PhD, BBS, JP

Independent Non-Executive Director

Aged 56. Appointed as an Independent Non-executive Director and the 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 and the Founding Dean of the Business School of the Hong Kong University of Science and Technology. He obtained a PhD in Finance, as well as an MBA and MA in Economics from the University of California at Berkeley. He is the Chairman of the Social Welfare Advisory Committee, and a member of the Exchange Fund Advisory Committee, the Standing Committee on Judicial Salaries and Conditions of Service, the Public Service Commission and the Process Review Panel for the Securities and Futures Commission. Professor Chan is also a Fellow and a Council Member of the Hong Kong Management Association. Details of his interest in shares and underlying shares in the Company are set out in "Report of the Directors".

Ms KI Man Fung Leonie ^{*} ^, SBS, JP

Independent Non-Executive Director

Aged 63. Appointed as an Independent Non-executive Director of the Group in December 2006. Ms Ki is the Managing Director of New World China Enterprises Projects Limited, a Non-Executive Director of New World Development Company Limited and an Independent Non-Executive Director of Clear Media Limited. Ms Ki has more than 33 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 committed to the community and public services. She was the first Chief Executive of The Better Hong Kong Foundation. She is currently a council member of UNICEF, the Honorary Secretary of Wu Zhi Qiao (Bridge to China) Charitable Foundation, 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 86. 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 shares and underlying shares in the Company are set out in "Report of the Directors".

Dr LEUNG Kwok Fai Thomas ^{*} ^ #, PhD, BBS, JP

Independent Non-Executive Director

Aged 61. Appointed as an Independent Non-executive Director of the Group in January 2000 and is the Chairman of the Compensation Committee. Dr Leung has over 27 years' experience in management consultancy and is an expert in organisation and human resources development. Dr Leung holds a PhD 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 Special Administrative Region 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, JP

Independent Non-Executive Director

Aged 64. Appointed as an Independent Non-executive Director of the Group in June 2004 and is 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 deputy to the National People's Congress of The People's Republic of China, a member of the Hong Kong Basic Law Committee, as well as a member of the Operations Review Committee and the Panel of the Witness Protection Review Board of the Independent Commission Against Corruption. She is also a member of various community services organisations. Details of her interest in shares and underlying shares in the Company are set out in "Report of the Directors".

Mr TAN Wee Seng

Non-Executive Director

Aged 54. Appointed as a Non-executive Director of the Group in March 2010. Mr Tan is a professional in value and business management consultancy. He is an independent director of ReneSola Ltd whose shares are listed on the New York Stock Exchange and on the Alternative Investment Market (AIM) of the London Stock Exchange, an independent director of 7 Days Group Holdings Limited whose shares are listed on the New York Stock Exchange, a Non-executive Director of Xtep International Holdings Limited whose shares are listed on the Main Board of Stock Exchange, a board member of Beijing City International School and a director of Landgent Group Company Limited. Mr Tan has over 30 years of financial, operation and business management experience and has also held various senior management positions in a number of multi-national corporations. From 2003 to 2008, he was an executive director, chief financial officer and company secretary of Li Ning Company Limited, the shares of which are listed on the Main Board of the Hong Kong Stock Exchange. From 1999 to 2002, he was the senior vice president of Reuters for the China, Mongolia and North Korea regions, and the chief representative of Reuters in China. Mr Tan is a fellow member of the Chartered Institute of Management Accountants, United Kingdom, and a fellow member of the Hong Kong Institute of Directors.

Senior Management

Mr LAW Kin Ming Peter

Senior Vice President, Category Management & Product Development

Aged 54. Joined the Group in January 1996, Mr Law was appointed Senior Vice President, Category Management and Product Development in January 2008. He has more than 28 years' experience in the field of sales and marketing, 19 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 the Group's 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 the Honorary Advisor of The Cosmetic & Perfumery Association of Hong Kong. Mr Law is a brother of Dr Kwok Law Kwai Chun Eleanor and a brother-in-law of Dr Kwok Siu Ming Simon.

Ms LOI Wei Sin Corina

Senior Vice President / Country Head of Malaysia

Aged 50. Joined Sa Sa in October 1997, Ms Loi was appointed as Vice President/General Manager of Malaysia in January 2001 and promoted to Senior Vice President and Country Head of Malaysia in July 2008. 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 27 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 LU Szu-Jen

Senior Vice President, Information Technology

Aged 53. Joined Sa Sa as Senior Vice President of Information Technology in December 2004. She held senior management positions with various multinational information technology corporations. Before joining Sa Sa, she was the chief technology officer of Softbank Investment International (Strategic) Limited, a venture capital firm which focused on internet technology investment projects. Ms Lu holds a Master of Science in Computer Science from The Johns Hopkins University, USA.