

# Awards and Recognition

## Corporate Branding & Management

### *The Directors of the Year Awards 2011*

Dr Simon Kwok, the Group's Chairman and CEO, was selected as an awardee for "The Directors of the Year Awards 2011" in the category of Listed Companies (SEHK – Non Hang Seng Index Constituents) Executive Directors by the Hong Kong Institute of Directors" in recognition of his excellent corporate governance and board behaviour.



### *The Excellent Award in Hong Kong Beauty Industry 2012/13*

Dr Eleanor Kwok, the Group's Vice-chairman, received "The Excellent Award in Hong Kong Beauty Industry 2012/13" from International CICA Association of Esthetics CIDESCO Section China in recognition of her contribution to the beauty industry over the years.



### *Asiamoney's Best Managed Companies 2011*

Sa Sa was named **Medium-Cap Corporate of the Year, Hong Kong** in the "Asiamoney's Best Managed Companies 2011" poll, for the second consecutive year.



### *IR Magazine Greater China Awards 2011*

Sa Sa received a **Certificate of Excellence** in the "IR Magazine Greater China Awards 2011" among the top 42 of all publicly-listed companies in Hong Kong and Taiwan. Mr Guy Look, the Group's CFO, was shortlisted for Best Investor Relations by a CFO – Hong Kong.

## 2<sup>nd</sup> Asian Excellence Recognition Awards 2012

Sa Sa was one of the companies awarded the **Best Investor Relations Company (Hong Kong)** in the “2<sup>nd</sup> Asian Excellence Recognition Awards 2012” organised by Corporate Governance Asia Magazine.



### Hang Seng Corporate Sustainability Benchmark Index

Sa Sa became a **constituent member** of the “Hang Seng Corporate Sustainability Benchmark Index” in 2011.



Hang Seng Corporate Sustainability Index Series Member 2011-2012



### Vision Awards Annual Report Competition 2010

Sa Sa's 2009/10 Annual Report ranked the **43<sup>rd</sup> of Top 100 Worldwide** and the **7<sup>th</sup> of Top 50 Annual Reports of the Asia-Pacific Region**, named the **Best Annual Report Cover in the Asia-Pacific Region**, received the **Platinum award for the Retailing Industry** (for companies with annual turnover up to USD 1 billion), and also listed in **Top 20 Chinese Annual Reports** (Sa Sa got the highest ranking for entries from Greater China) in the “Vision Awards Annual Report Competition 2010” organised by the League of American Communications Professionals (LACP).



### 25<sup>th</sup> Anniversary International Mercury Awards Competition

The Group's “Spreading Beauty and Radiance” Annual Report 2010/11 won two awards in the “25<sup>th</sup> Anniversary International Mercury Awards Competition”, namely **Silver Award** (Category: Annual Reports Overall Presentation - Retail Specialty) and **Honors** (Category: Annual Reports Design of Total Pages Between 131-200 Pages - Interior).

### Caring Company 2011/12

Sa Sa was awarded the **Caring Company** logo for the seventh consecutive year in 2011/12 by the Hong Kong Council of Social Service.



### 2<sup>nd</sup> Hong Kong Outstanding Corporate Citizenship Awards

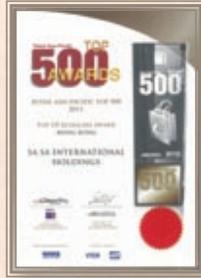
Sa Sa was awarded the **Active Participation in Corporate Citizenship Activities** logo in the “2<sup>nd</sup> Hong Kong Outstanding Corporate Citizenship Awards” organised by Hong Kong Productivity Council and Committee on the Promotion of Civic Education in 2011.



### 2<sup>nd</sup> Capital and Capital Weekly Corporate Social Responsibility Awards

Sa Sa received the **Corporate Social Responsibility Award 2011** in the “2<sup>nd</sup> Capital and Capital Weekly Corporate Social Responsibility Awards” organised by Capital Magazine and Capital Weekly Magazine.

## Retail Brand Recognition



Retail Asia-Pacific  
**TOP 500**

### *Retail Asia-Pacific Top 500*

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 2011.



### *Hong Kong Corporate Branding Awards 2011*

Sa Sa received the **Hong Kong Prestige Corporate Brand Remarkable Achievement Award** in the “Hong Kong Corporate Branding Awards 2011” jointly organised by the Department of Marketing of the Chinese University of Hong Kong and Ming Pao newspaper. Sa Sa was also the winner of the **Top Favourite Hong Kong Corporate Brand Voted by China Consumer**, and the **Grand Prize of the Personal Care Retail Category – Judging Panel** for the fifth consecutive year.



### *High-Flyers Awards 2011*

Sa Sa was presented with the **Retail Chain Category Award** in the “High-Flyers Awards 2011” of Hong Kong Business magazine for the seventh time.

### *Outstanding Corporate Image Award 2011*

Sa Sa received the **Outstanding Corporate Image Award** in the “Outstanding Corporate Image Award 2011” organised by TVB Weekly.



## 7<sup>th</sup> Hong Kong & Macau Merchants of Integrity Awards

Sa Sa was named one of the **Top Ten Favourite Brands in Hong Kong** for the sixth consecutive year in 2011/12 by the readers of Guangzhou Daily in PRC. Sa Sa also received the **Hong Kong & Macau Merchants of Integrity Award** in the Cosmetics Category for the seventh consecutive year in 2011/12.



## The BrandLaureate Awards 2010/11, Malaysia

Sa Sa received the **Best Brands in Retail (Cosmetics and Skin Care)** of the Corporate Branding category in “The BrandLaureate Awards 2010/11” organised by The BrandLaureate in Malaysia.



## Most Favourite Hong Kong Retail Merchants Campaign 2011

Sa Sa received the **Favourite Cosmetics Chain Store Award** in the “Most Favourite Hong Kong Retail Merchants Campaign 2011” jointly organised by Unionpay and Southern Television (TVSCN).



## Fair Price Shop Award 2011, Malaysia

Sa Sa was awarded the **Fair Price Shop Award 2011** by the Ministry of Domestic Trade and Consumer Affairs of Malaysia.



## The Most Popular Store in China 2011

Sa Sa received an award for **The Most Popular Store in China 2011** from Wanda Group, one of the major property developers in Mainland China.



## WTIA Marketing Smartphone Apps Industry Excellence Awards 2011

Sa Sa’s smartphone application received a **Certificate of Merit** in the Retail category in the “WTIA Marketing Smartphone Apps Industry Excellence Awards 2011” organised by Hong Kong Wireless Technology Industry Association.



## Superbrands 2011, Singapore

Sa Sa was named one of the **Consumer Superbrands** in Singapore in 2011.

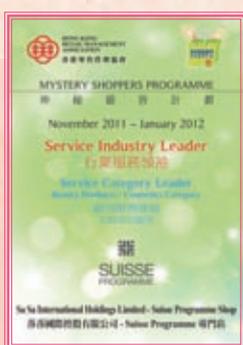
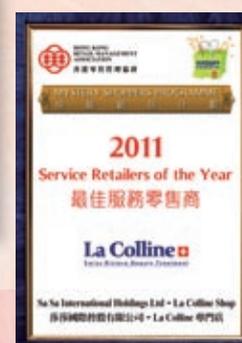


## Service Excellence



### Mystery Shoppers Programme 2011

La Colline shop was awarded the **Service Retailers of the Year** in the Beauty Products / Cosmetics Category for the seventh consecutive year, and won the highest recognition, **Service Retailers of the Year – Grand Award**, for the fourth time in the “Mystery Shoppers Programme 2011” organised by the Hong Kong Retail Management Association.



### Mystery Shoppers Programme for the Period of November 2011 to January 2012

Suisse Programme shop was awarded the **Service Industry Leader** and the **Service Category Leader** in the Beauty Products / Cosmetics Category in the “Mystery Shoppers Programme for the Period of November 2011 to January 2012” organised by the Hong Kong Retail Management Association.



### Hong Kong Service Awards 2012

Sa Sa received the **Free Walkers' Choice Award** for the fourth time in the “Hong Kong Service Awards 2012” organised by Eastweek magazine.



### Excellent Service Award (EXSA) 2011, Singapore

In the “Excellent Service Award 2011” organised by the Singapore Retailer Association, 14 frontline staff of Sa Sa received the **Customer Compliments Gold Award** and 26 received the **Customer Compliments Silver Award** respectively.

Awards Presented to Sa Sa's Exclusive Products:

*Cosmopolitan Best of the Best Beauty Awards 2011*

- Hong Kong **NUXE Aroma-Perfection Unclogging Thermo-Active Mask**  
2<sup>nd</sup> Runner-up of Best Exfoliator/ Peeling Product  
**Dr. G Pore Minimizing Drop Essence**  
2<sup>nd</sup> Runner-up of Best Pore Minimizing Product  
**Collistar Intensive Bust Volumizing Serum Night**  
2<sup>nd</sup> Runner-up of Best Shaping Product



*First Harper's Bazaar RED List Beauty Awards*

- Hong Kong **Elizabeth Arden 8 hour Cream Skin Protectant**  
One of the 20 winning products



*CozyCot Holy Grail Beauty & Fashion Awards 2011*

- Singapore **Suisse Programme Cellular Boosting Solution**  
Winner of Editor's Choice for Favourite Daily Skincare Essence  
**Natio Renew Radiance Night Cream**  
Winner of Favourite Night Moisturizer



*The CLEO Beauty Hall of Fame 2011*

- Singapore **Gianfranco Ferre Rose Princess EDT**  
Winner of The Best Floral Scent  
Malaysia **Cyber Colors Sparkling Liquid Eyeliner**  
Winner of the Best Shimmery Liquid Eyeliner  
**Hadatuko Manten-Hada Eye Mask**  
Winner of the Best Eye Mask of the above-RM100 category  
**Collistar Intensive Abdomen and Hip Treatment Night**  
Winner of the Best Firming Cream  
**The Balm Batter Up Cream Eyeshadow**  
Winner of the Best Cream Eyeshadow



*The Singapore Women's Weekly - Best Beauty Buys 2012*

- Singapore **Suisse Programme Gigawhite Collagex Absolute Eye Care System**  
Winner of Best Eye Treatment  
**Méthode Swiss Thermal Oxygen Soothing Bio-Cellulose Mask**  
Winner of Best Anti-Aging Mask



*The Malaysian Women's Weekly - Best Beauty Buys 2011*

- Malaysia **Cyber Colors Cyber Snow**  
Winner of the Best Compact Foundation of the under-RM100 category

*GQ Men's Care Awards 2011*

- Taiwan **DSQUARED<sup>2</sup> He Wood Ocean**  
Winner of No.1 Men's Fragrance



*GQ Men's Care Awards 2012*

- Taiwan **Dr.G Total Cleansing & Toning Foam Cleanser**  
Winner of Cleanser of Mass Market

*Cosmopolitan - Over-the-counter & Clinical Beauty Awards 2012*

- Taiwan **Suisse Programme Cellular Boosting Solution**  
Winner of Moisturising and Transparent Effect

