

Frequently-asked Questions

1

How does Sa Sa differentiate itself from its peers ? What are its competitive advantages?

Unique positioning as a one-stop cosmetics specialty store with strong branding

Established since 1978, Sa Sa has built a widely recognised brand leveraging on its strong management team, well thought-out corporate strategies, and a robust balance sheet. We strategically position ourselves as one-stop cosmetics specialty stores with a business focus on beauty. Sa Sa continues to be the most distinctive and “top-of-the mind” cosmetics retail brand among local customers and PRC travellers.

Wide range of products meeting various customer needs

Sa Sa caters to the market by offering a large variety of quality products from over 600 beauty brands around the globe, covering a wide spectrum of products from skin care, fragrance, make-up, body care and hair care to health food, and stretching across a broad price range from mass to premium markets for customers’ selection. The resulting product portfolio appeals to a highly diverse customer base. The Group sharpens its competitive edge through enhancing product improvement, launching new products frequently, and expanding product variety and concept.

Personalised cross-brand beauty advice

Sa Sa’s professionally trained beauty consultants (“BC”) provide all-rounded personalised beauty services, together with beauty advices, and multi-brand recommendations and advice on product usage to fulfill the delicate needs of our customers.

Extraordinary shopping experience

Sa Sa is well known as the pioneer of the open shelves retail concept. Our trendy and comfortable shopping environment allows customers to choose products of different brands at ease and freely, offering them an extraordinary shopping experience. Our relentless efforts to improve our trendy store design and product display provide more in-store interaction for customers, making the image of beauty brands more outstanding and the presentation of products more appealing.

2

How does Sa Sa maintain its high standard of personalised customer service?

Strong training team

Our training team boasts expertise in different training programmes, covering: product knowledge (with different trainers specialising in categories such as skin care, fragrance, make-up products); skin analysis; make-up application; selling techniques; supervisory skills; customer service; and general management.

Intensive training programme

A new BC receives over 240 training hours before she becomes a qualified BC. Since the cosmetics retail industry changes very rapidly, our BCs are required to regularly catch up on new trends and the evolving needs of customers. We provide ongoing training to all BCs to equip them with up-to-date service skills and product knowledge and help them maintain professionalism in providing tailor-made beauty advice to our customers.



3

How does Sa Sa's Bonus Point System work?

Sa Sa's Bonus Points System, a customer loyalty programme rewarding our esteemed customers for their continued support and loyalty, has been launched since May 2011. All of our VIPs are rewarded with bonus points for their spendings at Sa Sa stores, which can be used to redeem special discounted products. Our loyalty programme helps strengthen our relations with our customers and enhances sales performance. As of 31 March 2012, we have over 290,000 VIPs.



4

What are the latest developments in the Group's operations in Mainland China?

With over six years of development in Mainland China, Sa Sa has been evolving into a new stage of development in the country. This stage is characterised by faster growth and more directed strategies, particularly in terms of supplier relationships, landlord relationships and store locations, with investment targeting scalability such as operational processes, systems and management resources. We aim to build five business "clusters" of stores for more effective management.

As of 31 March 2012, we have 48 "Sasa" stores and 20 Suisse Programme counters in 26 cities across 11 provinces in Mainland China. Our enlarged network of stores has helped to bring in more world-renowned beauty brands to our stores, which in turn substantially enhanced our product portfolio and store image. As a consequence, both foot traffic and productivity have been improved, enabling us to secure more support and collaboration from national property developers. Our operation in Mainland China is now profitable at the store level, which encourages us to open more stores. The Group will continue to invest more resources in Mainland China to further strengthen our presence and optimise our operations, in the view of growth prospects of the rapidly expanding cosmetic market in Mainland China.