

# CORPORATE

## Profile



**S**a Sa International Holdings Limited is a leading cosmetics retailing group in Asia. According to the “Retail Asia-Pacific Top 500” ranking of Retail Asia Magazine and Euromonitor in 2015, Sa Sa is the leading cosmetics retail chain in Asia and one of the top ten retail groups in Hong Kong. The Company was listed on the Main Board of The Stock Exchange of Hong Kong Limited in 1997 (Stock Code: 178) and its business covers Hong Kong and Macau, Mainland China, Taiwan, Singapore, and Malaysia, in which markets it employs approximately 5,000 staff. Maintaining its position as the leading cosmetics retailing group in Asia is the Group’s overriding vision. Our four-fold mission is to offer quality and comprehensive beauty solutions to our customers; to share success with our staff; to build long-term partnership with our suppliers; and to adhere to the principles of good corporate citizenship.

We deliver sustainable value to our shareholders, customers, employees, suppliers and the community in the short, medium and long term through the two distinct business segments in our business model:

### Retail

Sa Sa strategically positions itself as one-stop cosmetics specialty stores with a business focus on beauty. The Group caters to the market by offering a large variety of quality products from over 700 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 portfolio, launching new products frequently, and expanding product variety and concept. Its extensive regional retail network currently comprises over 280 “Sa Sa” multi-brand stores, as well as two La Colline specialty stores, one Erno Laszlo specialty store and one B. liv counter, all of which are solely owned and operated by the Group. Our e-commerce platform, sasa.com, offers round-the-clock online shopping services along with comprehensive product and corporate information. It now serves customers from over 100 countries.



## Brand Management

In addition to selling its own-branded products, the Group also acts as the sole agent for many international cosmetic brands in Asia. The Group currently manages over 100 exclusive major beauty brands and is responsible for their brand building, promotion and distribution. This business accounts for 41.0% of Sa Sa's total retail turnover.

## Competitive Edge

### 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

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### Personalised Cross-brand Beauty Advice

A new beauty consultant ("BC") receives close to 260 hours of training (including product knowledge; skin analysis; make-up application; selling techniques; customer service and general beauty knowledge) before he or she becomes a qualified BC. Leveraging on up-to-date service skills and product knowledge, our BCs uphold professionalism in providing tailor-made beauty advice to our customers. Their personalised beauty services, together with multi-brand recommendations and advice on product usage, fulfil 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 images of beauty brands more outstanding and the presentation of products more appealing.

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## Exclusive Distributorship

