OUR AWARDS AND RECOGNITIONS

Corporate Governance and Management



The Group has clinched the "Best IR Company" and four other awards in the small-cap category at the 7th Investor Relations Awards organised by Hong Kong Investor Relations Association ("HKIRA"). The Group received the following awards in the small-cap category:

- 5 Years IR Award
- Best IR Company
- Best IR by Chairman/CEO Dr Simon Kwok, Chairman and Chief Executive Officer
- Best IR by CFO Dr Guy Look, Chief Financial Officer and Executive Director
- Best Investor Meeting

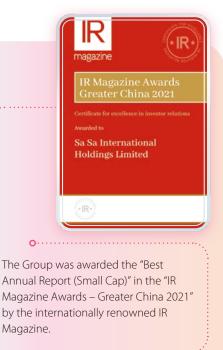






With the theme "A New Endless Beauty", Sa Sa's 2019/20 annual report was awarded two recognitions in the category of Retail Specialty Stores at "2021 International ARC Awards" organised by independent awards organisation MerComm, Inc., including "Gold – Cover Photo/Design" and "Bronze – Traditional Annual Report".

In addition, our 2020/21 annual report themed "Digital Beauty" won the Gold award in the category of "Consumer Consumption – Household/ Personal" at "2020/21 Vision Awards" organised by the League of American Communications Professionals ("LACP").





Brand Recognition



Sa Sa has received the "Brand of the Year Award" for the fifth consecutive year at the "World Branding Awards 2021" by World Branding Forum. Once again, Sa Sa is the only brand selected in the category of Health and Beauty Retailer from Hong Kong for the Awards this year.



Sa Sa was awarded the "Q-Mark Elite Brand Award 2021" in the retail category (lifestyle) by Hong Kong Q-Mark Council in recognition of the Group's efforts to the quality of service and products.

Service Excellence

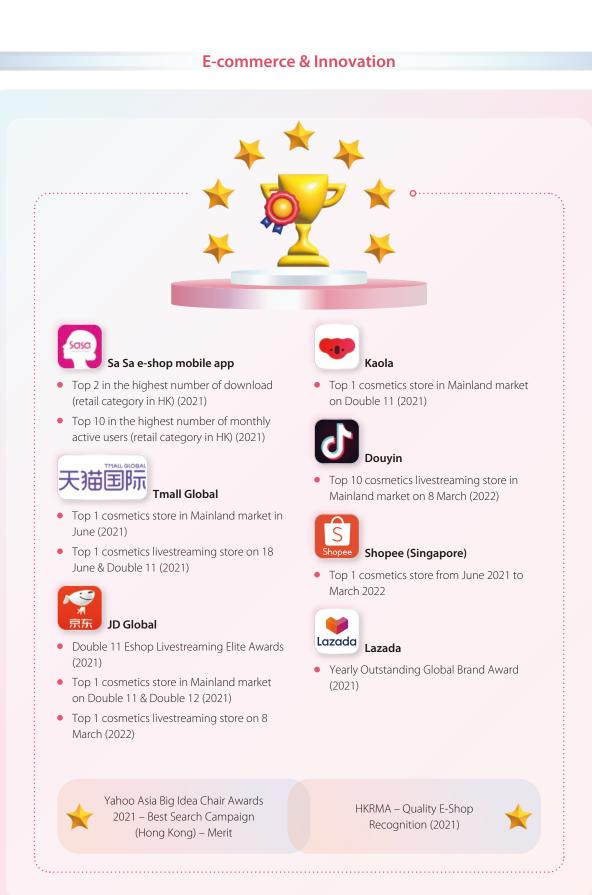
Our house brand, La Colline, was awarded the "Quality Service Retailer of the Year" Silver Award in Flagship Stores Category, and the Category Award (Beauty Products/Cosmetics) for the 17th consecutive year at the "HKRMA Quality Service Programme 2021" organised by HKRMA.



E-commerce & Innovation



19



20

Corporate Social Responsibility



Sa Sa received the "Outstanding Corporate Social Responsibility Award" once again in the "9th Outstanding Corporate Social Responsibility Award" organised by Mirror Post.



Being awarded the Caring Company logo for 17 consecutive years, Sa Sa received the "15 Year Plus Caring Company Logo" in 2022 in recognition of its contributions in building a cohesive society.



Sa Sa was honoured as "Consumer Caring Company" in the "Consumer Caring Scheme 2021" organised by GS1 Hong Kong in recognition of Sa Sa's contribution to the customer-centricity and care for our people as well as the excellent performance in terms of product and service quality.



We were accredited as Manpower Developer from 2011 to 2022 by the Employees Retraining Board.

Awards Presented to Sa Sa's Exclusive Products

