

# OUR MILESTONES

## 1978

- Mrs Eleanor Kwok and Mr Simon Kwok began their cosmetics retail business from a 40-sq. ft. "Sa Sa" counter in Hong Kong.



## 2002

- Appointed as sole agent for a leading global prestige brand, Elizabeth Arden, in Hong Kong and Macau SARs.



## 1990

- First "Sa Sa" standalone highstreet store in Causeway Bay, Hong Kong.



## 2005

- First store in Shanghai, Mainland China.

## 2006

- First Suisse Programme beauty counter in Mainland China.



- First branch store in Tsim Sha Tsui, Hong Kong.

## 1992

## 1997

- Listed on the Main Board of the Hong Kong Stock Exchange in June with an oversubscription rate of more than 500 times.
- First stores in Macau, Taiwan region and Singapore.



## 2011

- The Group's 200<sup>th</sup> store in Asia.



## 1998

- First store in Malaysia.



## 2013

- 35<sup>th</sup> anniversary of the Group.
- "Sa Sa Making Life Beautiful Charity Fund" was founded.
- Opening of Sa Sa Supreme, the first lifestyle concept store in Asia Pacific, in Causeway Bay, with approximately 20,000 sq. ft.

## 2000

- Opening of the first La Colline specialty store.
- Launch of Sasa.com to offer round-the-clock online shopping of beauty products.



## 2015

- The Group launched a new brand image, with three women's side silhouettes echoing the brand to care for women at different ages, making them always beautiful.



## 2016

- Strategic partnership with Tencent and JD Group.
- First O2O Store opened in Shanghai.

## 2017

- Sa Sa Mall was launched on WeChat.
- Grand opening of Sa Sa's e-shop on Tmall Global, Koala and Xiaohongshu.
- Launch of exclusive brand – Eleanor in Hong Kong SAR, with its first exclusive store in Sa Sa Supreme in Causeway Bay.



## 2018

- 40<sup>th</sup> anniversary of the Group. Brand new "Sa Sa 40<sup>th</sup> Anniversary Beauty Land" pop-up store, new store image and uniform design were launched.



- The Group launched the co-branded "BOC Sa Sa Dual Currency Credit Card" with Bank of China (Hong Kong) and Union Pay International.



- Collaboration with Taobao Global.
- Sa Sa store debuted at Hong Kong West Kowloon Station of Guangzhou-Shenzhen-Hong Kong Express Rail Link (Hong Kong Section) to leverage the development of the Greater Bay Area.

## 2019

- Opening of Sa Sa Hong Kong Flagship Store on HKTVmall.
- Being the first physical cosmetic store to launch Seagrape Deep Hydrating Water Gel Mask of beauty brand FAN BEAUTY established by the Chinese megastar Fan Bingbing globally.
- Launched WeChat mini-programme.



## 2020

- Partnership with Shopee opening first Sa Sa Official Store in Southeast Asia.

## 2021

- Launch of Sa Sa's first official store on Lazada.
- Launch of Sa Sa's Overseas Flagship Store on Douyin.
- Revamped shopping website and mobile app in Hong Kong SAR.

## 2022

- Launched on Amazon United Arab Emirates and Singapore.
- Launched on foodpanda mall.
- Opening of Sa Sa Flagship Store on Neigbuy.com.

## 2023

- 45<sup>th</sup> anniversary of the Group.

