

OUR MILESTONES

Pre-listing

1978

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



1990

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

1992

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

Post-listing

1997

- Listed on the Main Board of the Hong Kong Stock Exchange in June with an oversubscription rate of more than 500 times.
- First store in Macau.



1998

- First store in Malaysia.

- Launch of Sasa.com to offer round-the-clock online shopping of beauty products.

2000

2002

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



2004



- Title sponsor for the "Sa Sa Ladies' Purse Day" of Hong Kong Jockey Club, blending beauty and fashion into horse racing as a prominent sports event.

2005

- First store in Shanghai, Mainland China.

2006



- First Suisse Programme beauty counter in Mainland China.

2013

- "Sa Sa Making Life Beautiful Charity Fund" was founded.



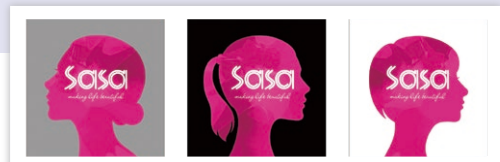
2009

- First Suisse Programme specialty store in Hong Kong.

Digitalisation

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.

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.



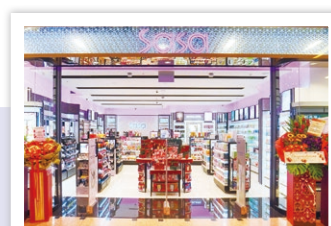
2022

- Launched on foodpanda mall.
- Opening of Sa Sa Flagship Store on Neigbuy.com.



2023

- Returned to Singapore with the opening of first store.



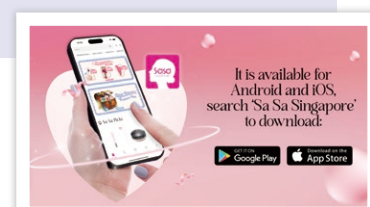
- Opening of Sa Sa Beauty Academy in Central.
- Launched of Sa Sa flagship store on Zalora in Hong Kong, Singapore and Malaysia.
- Launched of Sa Sa flagship store on PDD.

2024



2025

- Launch of Singapore website (sasa.sg) & Mobile app.
- Focus on the development of online business in Mainland China.



2017

- Sa Sa Mall was launched on WeChat.
- Grand opening of Sa Sa's e-shop on Tmall Global, Koala and Xiaohongshu.
- Launch of house brand – Eleanor in Hong Kong.



2018

- 40th anniversary of the Group. Brand new "Sa Sa 40th 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.
- Launched WeChat mini-programme.