

# OUR AWARDS AND RECOGNITIONS

## Corporate Governance and Management

Sa Sa was awarded the “Digital Transformation Corporate – Outstanding Award” in the Standard Chartered Corporate Achievement Awards 2024 co-organised by Standard Chartered and Hong Kong Economic Journal, recognising the Group’s dedication to enhancing customer experiences, ERP and warehouse logistics through advanced technology.



« Sa Sa clinched “Good MPF Employer”, “e-Contribution Award” and “MPF Support Award” at the Good MPF Employer Award 2023-24 by Mandatory Provident Fund Schemes Authority (MPFA).



« Sa Sa received the “Certificate for Excellence in Investor Relations” in the “IR Magazine Awards – Greater China 2024” by the internationally renowned IR Magazine.

Furthermore, the Group has clinched “Best IR Company” and “Best ESG (E)” at the 10<sup>th</sup> Investor Relations Awards by the Hong Kong Investor Relations Association.

## Brand Recognition

Sa Sa was honoured as “Excellence in Customer Experience (Beauty Care category)” in the “Excellence in Living Smart Award 2024” by Mingpao.com.



## Service Excellence



« Sa Sa received four accolades from the Hong Kong Retail Management Association (“HKRMA”) in the “Service Talent Award” and “Hong Kong Shopping Festival • Courtesy Store” 2024:

- Service Talent Award 2024
- My Favourite Outstanding Service Retail Brand (Top 10)
  - Individual Silver Award – Junior Frontline Level (Beauty & Healthcare Products)
  - Excellent Service Star – three teammates

Hong Kong Shopping Festival • Courtesy Store 2024

- Courtesy Store (Health, Beauty and Well-being) – Store in Russell Street, Causeway Bay



Sa Sa has been recognised as one of the “Top Twenty Finalists” of O+O Retail category in Digital EX Awards 2024 organised by Metro Broadcast.



## E-commerce & Innovation

Sa Sa Dot Com received three accolades from HKRMA in the “Top 10 O2O Retail Brand” and “Quality Trusted E-Shop Award” 2024:



- Top 10 O2O Retail Brand 2024
- Top 10 O2O Retail Brand (Bronze)

Quality Trusted E-Shop Award 2024

- Top 10 Quality Trusted E-Shops
- The Best User Experience E-Shop Award

Sa Sa Dot Com was awarded the “Lazada Excellent Brand of the Year” in “2024 Seller Awards” jointly organised by Lazada, Daraz and Miravia.



Sa Sa WeChat mini-programme was awarded “Digital Enterprise of the Year 2024” in the “WeChat Open Class 2025”.



### Shopee:

Malaysia

- No. 5 Best-selling retailers under category “Pharmacies & Chain stores” on Double 11
- No. 5 Best-selling retailers under category “Pharmacies & Chain stores” on Double 12

Singapore

- No. 1 Best-selling retailers under category “Supermarkets & Retailers” on Double 12



### Tmall

2024 Tmall Double 11 category list:

- TOP 1 in imported perfumes under 400 yuan (CK One perfume)
- TOP 1 in imported makeup primers (SOFINA Primavista Long Keep Base)
- TOP 4 in imported face powder (Laura Mercier Face Powder)
- TOP 4 in imported sheet masks (Sa Sa exclusive brand – sasatinnie Water Glow Essence Mask)



### JD Global

2024 Recommended Collection of Good Stores

- Moisturising Facial Care Set Category

2024 JD.com best-selling list:

- Eye essence – TOP 3 in eye essence (L’Oreal Revita Lift Filler Ha Eye Cream For Face)
- Powder cleansers – TOP 2 in facial cleansers (Kanebo Cleansing Powder)
- Hair care essence – TOP 9 in hair care oil (Moroccan Oil)



### Pinduoduo

- 2024 Return Customer Favourite Store

## OUR AWARDS AND RECOGNITIONS

### Corporate Social Responsibility

Our Executive Director, Ms Melody Kwok, received "Award of Excellence" in the Community Chest Annual Awards Ceremony 2024 on behalf of Sa Sa.



Sa Sa garnered the "InnoESG Prize 2024 – ESG Co-Creation Award" co-granted by UNESCO Hong Kong Association Glocal Peace Centre, Rotary Action Group for Peace and SocietyNext Foundation.



Sa Sa was honoured as "Quality Food Scheme ESG 2024 – Achievement" in the "Quality Food Scheme" by GS1 Hong Kong.



Sa Sa received "Best Sustainable Practices Award" and "Sustainable Retailer of the Year" at the Sustainable Restaurant and Retailer Award Ceremony by the Hong Kong Retail Technology Industry Association (RTIA) and the Hong Kong Smart Catering Association (SCA).



Sa Sa received the "ESG Special Recognition Award – with Merit" in "TVB ESG Awards 2024" by TVB.



Sa Sa was named as the Honourable Company of "Partner Employer Award 2024" organised by The Hong Kong General Chamber of Small and Medium Business.



Sa Sa has officially joined the Packaging Reduction Charter organised by the Environmental Protection Department of the HKSAR Government.



Sa Sa was honoured as "Consumer Caring Company" in the "Consumer Caring Scheme 2021-24" by GS1 Hong Kong.



Being awarded the Caring Company logo for 19 consecutive years, Sa Sa received the "15 Year Plus Caring Company Logo" in 2024.



Sa Sa was accredited as "Super MD" from 2023 to 2025 in the "ERB Manpower Developer Award Scheme" by Employees Retraining Board (ERB).







## Award & Recognition Presented to Sa Sa's Exclusive Products

### Suisse Programme The Rich Cream



#### Southeast Asia

PIN Prestige 2024 Future Beaute The Skincare Awards  
(Editor's Pick) – Cream



### Suisse Programme Advanced Cellular Boosting Solution IV



#### Hong Kong

Cosmo Cert

Cosmopolitan Best of the Best  
Beauty Awards 2024  
– The Best Lotion and Treatment Essence

she.com Beauty Awards 2024  
– The Best Treatment Lotion

#### Southeast Asia

Bella Beauty Heros 2024-2025  
– Best Treatment Essence

PIN Prestige 2024 Future Beaute  
The Skincare Awards (Editor's Pick)  
– Serum for nutrition



### Eleanor Ultra Light Aqua Sun Essence SPF50+ PA++++



#### Hong Kong

Cosmo Cert

Cosmopolitan  
Best of the Best  
Beauty Awards 2024  
– The Best Sunscreen



### sasatinnie Advanced Water Glow Essence Mask-3rd



#### Hong Kong

Cosmo Cert

Cosmopolitan Best of the  
Best Beauty Awards 2024  
– The Best Face Mask



#### Mainland China

Beauty Evolution Certification  
of a Hundred Trial



### Haruhada Sport UV Spray SPF50+ PA++++



#### Hong Kong

2024 @cosme Hong Kong  
Monthly Beauty Ranking  
Sunscreen NO.2

