



About Sa Sa



Established in 1978, Sa Sa is a leading beauty product retailing group in Asia.

Listed on the Main Board of The Stock Exchange of Hong Kong Limited in 1997 (Stock code: 178), our business covers Hong Kong and Macao, Chinese Mainland and Southeast Asia. We position ourselves as one-stop beauty product specialty store with a business focus on “Beauty”. We provide diverse and quality products of more than 650 brands ranging from skincare, fragrance, make-up, hair care and body care, inner beauty and health products as well as home beauty equipment.

Our diversified e-commerce platforms offer round-the-clock online retail services along with latest product information to customers from different countries. In line with the new retail era, we are integrating our physical and online business presence, striving to provide a customer-centric omni-channel shopping experience.

The Company is included in the FTSE Index Series, MSCI Index and S&P Index Series.

Our Vision



Making Life Beautiful

Our Mission

Realising our “Making Life Beautiful” vision, we:

- Deliver reasonable returns to our shareholders
- Empower our employees to pursue personal and career prospects
- Develop strategic mutually beneficial partnerships with our suppliers and business partners
- Offer our customers quality and diversified product offerings with enjoyable shopping experiences
- Create positive social impact by actively participating in community service

