

OUR STRATEGY



As the leading beauty and personal care retailer in Asia, Sa Sa is committed to a customer-centric approach. We leverage the power of digitalisation to capitalise on opportunities in the evolving retail landscape, enabling us to better understand customer preferences and market trends. Adding to the exceptional selection of global trend products, we collaborated with brands and suppliers for a strong portfolio of exclusive brands to deliver personalised service and a diverse range of product choices with our skilled and professional beauty consultants through our integrated online-merge-offline (OMO) sales network, realising our vision of **"Making Life Beautiful"**.

A key theme in our culture is "as one". We ensure our operations, customer service, brand partnerships, and staff development are managed cohesively. To promote sustainable development, we incorporate environmental, social and governance (ESG) factors and objectives into our business management practices to achieve sustainable business development and maintain optimal profitability. For more information, please refer to our 15th Environmental, Social, and Governance Report.

Three Key Development Pillars to "Making Life Beautiful"



Customer-Centric Approach

By harnessing digital technology, the Group gains deeper insights into the changing market and consumer preferences. This enables the Group to create precise combinations of the most suitable "brands" and "channels." Together with its professional team of beauty consultants, the Group aims to provide an outstanding shopping experience for its customers.



Sasa



Sasa



Making Life Beautiful and Sustainable

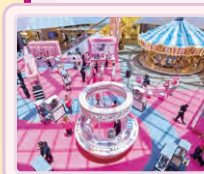
Sourcing Premium Global Trend Products

The Group prioritises the identification and cultivation of promising brands, working closely with influential brand owners and suppliers to create an appealing range of flagship products.



Seamless Omni-channel Shopping Experience

To cater to the diverse consumer habits across different regions, the Group establishes an economical sales network. By promoting engaging and varied interactions, the Group seeks to boost customer and member engagement, thereby increasing repeat purchase rates.



Digitalised Management to Enhance Decision-Making and Operational Efficiency

Next-gen customer relationship management (CRM) for Personalised Service: Integrating Sa Sa's CRM system across Hong Kong & Macao, Chinese Mainland, and Southeast Asia and optimising member recruitment and registration processes can improve customer's shopping experience. The Group aims to enhance customer engagement through various interactive features, such as customer reviews, as well as promotional activities across different channels. By offering personalised value-added services – such as skin testing and tailored recommendations for makeup or skincare – Sa Sa enables customers to gain a more comprehensive understanding of the effectiveness of its products. The Group also plans to introduce new technology to understand consumer preferences and habits with an aim to enhance the shopping experience of our customers.

We are enhancing our technological capabilities and reinforcing partnerships with various third-party platforms, payment systems, and delivery service providers to offer a wider array of shopping and pickup options.

Centralised Operational Data Management for Improved Decision-Making Accuracy and Agility: Centralising the management of operational data (both financial and non-financial) at the Group level is able to implement a more comprehensive, data-driven management model. This approach allows for more effective monitoring of business performance and also enabling quicker and more precise decision-making in daily operations. It improves collaboration between departments and establishes clearer business objectives.

Focusing on Talent Development and Establishing Two-Way Interaction Between the Company and Employees: We aim to cultivate a warm and joyful family atmosphere for our employees, fostering two-way interaction to gain insight into consumer trends and changes from multiple perspectives. The Group is also continuously optimising its training programmes with AI technology to add value to our employees, and keeping them up with sustained exploration as well as skill development to full potentials, thereby truly embodying the spirit of "Joy at Sa Sa".

Premier Destination for Authentic Trendy Beauty Products

Sa Sa provides a diverse selection of quality brands and authentic products in the globe to cater to diverse beauty needs. Our 30-day purchase guarantee for both online and offline customers have solidified Sa Sa's strong creditability and brand reputation over nearly half a century. The Group continually optimises its brand assortment and inventory management by leveraging an experienced procurement team and data analysis systems. We create synergies through the collaboration of brands and suppliers to adapt to evolving consumer preferences. This strategy aims to build an appealing lineup of brands – particularly exclusive ones – to attract new customers and enhance member repurchase rates.



Participated in HKSARG Intellectual Property Department's "No Fakes Pledge" Scheme for 20+ consecutive years



Recognised under "The Quality Tourism Services Scheme" by Hong Kong Tourism Board



Recognised under the "Hong Kong Q-Mark Service Scheme" by Hong Kong Q-Mark Service Council



All Sa Sa customers, purchased on online site or from offline stores, enjoy 30-day purchase guarantee

Our extensive product portfolio covers a wide range of price points to meet the diverse needs of our customers. As of 31 March 2026, the Group offers:





The Group's Best-Selling Exclusive Brands



Make up brand
"Cyber Colors"



Make up brand
"dasique"



Skin care brand
"Suisse Programme"



Fragrance brand
"TOUS"



Fragrance brand
"CR7"

Experiential Shopping Journey



We capitalise the opportunities brought by new retail with Sa Sa's strengths to increase investment in and manage the Group's online and offline stores as well as sales networks across various regions. The Group will continue to leverage popular social media platforms, such as live streaming, and make use of "endless aisles" in our online stores as well as 24/7 operating models to mitigate the limitations of offline operations and address diverse customer needs. Furthermore, we will closely monitor consumer trend patterns and continue to explore, develop, and evaluate the feasibility and efficacy of different online operational models, thereby creating the optimal shopping experience that cater to the needs of both customers and markets.

The Group believes retail is not merely about "buying and selling" but about delivering a thoughtful, engaging experience that delights customers. To appeal to younger consumers, the Group has introduced playful IP-driven beauty products—including blind-box series—and partners with multiple brands to host roadshows and sponsor concerts by renowned artists. Through initiatives such as spend-to-enter ticket draws and curated experiential activities, we offer customers unique experiences that go well beyond product value, effectively converting both online and offline traffic into turnover.

The Group's Latest Roadshows



Bus stop promotion of Sa Sa one-stop mask expert



Sa Sa Beauty Bash 2025 Roadshows in Malaysia

Engaging beauty experiences via omni-channel promotions to attract customer traffic to physical stores and positive feedback



Suisse Programme 30th Anniversary Tram Promotion



K-beauty pop-up store in Leighton Centre store



K-beauty make-up class

Social Media Platform

We stay connected with our customers via multiple social networking platforms, and share our latest company, brand, product, shop, and channel information.



The Group's Best-Selling Exclusive Brands



Skincare



Fragrance



Make up



Personal Care



Inner Beauty



Beauty Equipment (non-exclusive)

