

BIOGRAPHICAL INFORMATION OF DIRECTORS AND SENIOR MANAGEMENT

At Sa Sa, we deliver quality products and attentive service, we honour the trust and support of our customers. This unwavering dedication is the cornerstone of our market leadership and sustainable growth.



Dr KWOK Siu Ming Simon, SBS, JP

Chairman and Chief Executive Officer

Dr KWOK LAW Kwai Chun Eleanor, BBS, JP

Vice-chairman





Executive Directors



Dr KWOK Siu Ming Simon, SBS, JP Chairman and Chief Executive Officer^{§^}

Dr Kwok is the Chief Executive Officer, an executive director of the Company, the Chairman of the Board and the Chairman of both the Executive Committee and the Risk Management Committee of the Company. Dr Kwok together with his wife, Dr Kwok Law Kwai Chun Eleanor, has overseen Sa Sa's operations since the Group's earliest days and successfully listed the Company on the Stock Exchange in June 1997. Over the past 48 years, Dr Kwok has played a leading role in transforming Sa Sa into a leading beauty product retailing group in Asia. Dr Kwok is currently a member of the Electoral Conference for Electing Deputies of the Hong Kong Special Administrative Region to the 14th National People's Congress, a member of the Election Committee, the Honorary Life President of the Cosmetic & Perfumery Association of Hong Kong, the Governing Council Adviser of Quality Tourism Services Association in Hong Kong, the Honorary President of the Immigration Service Officers Association, the Honorary Founding President of the Professional Validation Centre of Hong Kong Business Sector, and the Honorary Life President of the Hong Kong Brands Protection Alliance, the Honorary President of Hong Kong Guangdong Chamber of Foreign Business Association, a member of Friends of Hong Kong Association, and a member of the Liberal Party. Dr Kwok was also a Member of the Hubei Provincial Committee of the Chinese People's Political Consultative Conference (2008–2017), Chairman of Quality Tourism Services Association (Dec 2013 – Dec 2017), and a member of Quality Tourism Services Committee and the Chairman of Quality Tourism Services Sub-Committee of Hong Kong Tourism Board (2016–2019).

Dr Kwok was named "Business Person of the Year" at the DHL/SCMP Hong Kong Business Awards 2018. He also received the "Best IR by Chairman/CEO" (small-cap category) from Hong Kong Investor Relations Association for seven consecutive years from 2016 to 2022 and was selected as the "CAPITAL Leaders of Excellence 2014" by CAPITAL Magazine in 2015. In 2014, he received the "Global Outstanding Chinese Award" from the "Global Chinese Association (GCA)" and was selected for the "Who's Who Leadership Award Scheme" by the Asian College of Knowledge Management. In 2012, he received the "China Cosmetic Retail Industry Special Contribution Award" from the Circulation Industry Promotion Centre of the Ministry of Commerce of the PRC and the China Beauty Expo Organising Committee. Dr Kwok won "The Directors of the Year Awards 2011" in the Listed Companies (SEHK – Non Hang Seng Index Constituents) category organised by the Hong Kong Institute of Directors, and the "Owner-Operator Award" at the DHL/SCMP Hong Kong Business Awards 2007. He was also a winner in the Retail Category in the "Ernst & Young Entrepreneur of the Year Awards China 2006". Dr Kwok was elected University Fellow by The Hong Kong Polytechnic University in 2012, received the degree of Doctor of Business Administration, honoris causa from the Open University of Hong Kong in 2011, and an honoris causa doctorate degree in Business Administration from Lingnan University in 2008.

Dr Kwok is an active participant in the work of charities. He is the First Vice-president (2014–2015, 2020–2022 and 2023–2026) of the Community Chest of Hong Kong as well as Executive Committee Chairman (2014–2015, 2020–2022 and 2023–2026), a member of the Board of Directors (2009–2015, 2016–2022 and 2023–2026) and Vice Patron (since 2015). Dr Kwok is also a Fundraising Committee Member of Heifer Hong Kong (since 2009), a Board Member of Concerted Efforts Resource Centre (since 2009), an Executive Board Member of the Hong Kong AIDS Foundation (since 2006), and an Honorary Advisor and Member (since 2006) of The Hong Kong Committee for the China AIDS Initiative. Dr Kwok was also a Vice-chairman of the Second & Third Board of Hongkong Kowloon Charitable Foundation Association Limited (2014–2020).

Dr Kwok is a director and shareholder of Sunrise Height Incorporated and Green Ravine Limited, the respective controlling and substantial shareholders of the Company. Both Dr Simon Kwok and Dr Eleanor Kwok have a 50% shareholdings in each of the two companies, in addition, Dr Kwok is a director of certain subsidiaries of the Group. Details of his interest in the shares and underlying shares in the Company are set out in the "Directors' Report". Save as aforesaid, Dr Simon Kwok does not hold any directorship in other listed companies in the past three years.

Dr Kwok is the husband of Dr Kwok Law Kwai Chun Eleanor, father of Mrs Chan Kwok Sze Wai Melody, Ms Kwok Sea Nga Kitty and Mr Kwok Ho Chuen Patrick. He is 73 years old.

* Member of the audit committee

△ Member of the remuneration committee

Member of the nomination committee

§ Member of the executive committee

^ Member of the risk management committee

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Dr KWOK LAW Kwai Chun Eleanor, BBS, JP Vice-chairman^{△#5^}

One of the founders of the Group, an executive director of the Company and the Vice-chairman of the Board. She is a member of the Executive Committee, Remuneration Committee, Nomination Committee and Risk Management Committee of the Company. Dr Kwok has more than 40 years of experience in the sales and marketing of beauty products. With extensive professional knowledge and many years of experience in cosmetics retailing, she pioneered the unique operational concept of open-shelf display of beauty products, making shopping a more enjoyable experience. Dr Kwok plays a leading role in the marketing, operations, human resources and staff training functions of the Group.

Dr Kwok was named as one of the “Heroes of Philanthropy List 2020” in the Asia-Pacific region by Forbes Asia. She was awarded the “Women of Hope 2019 Entrepreneur Award” by Hong Kong Adventist Hospital Foundation in 2019. Dr Kwok was honoured the “Excellent Businesswomen” by Hong Kong Commercial Daily, the “Asian Outstanding Leaders Awards for Women” by Asian College of Knowledge Management and the “Asian Social Caring Leadership Award” by Social Enterprise Research Institute in 2017. Dr Kwok received “Most Successful Women Awards” by JESSICA Magazine in 2016. She was named “2013 Entrepreneur of the Year” in the Asia Pacific Entrepreneurship Awards 2013 Hong Kong by Enterprise Asia and received “The Excellent Award in Hong Kong Beauty Industry 2012/13” from the International CICA Association of Esthetic-CIDESCO Section China in 2012. Dr Kwok won the “Outstanding Women Entrepreneurs” award of the Hong Kong Women Professionals & Entrepreneurs Association in 2008, and received the “World Outstanding Chinese” award from the World Outstanding Chinese Association and World Chinese Business Investment Foundation in 2005. She was conferred an Honorary Doctorate of Management by Morrison University, USA, and an Honorary Fellowship by the Professional Validation Centre of Hong Kong Business Sector.

Dr Kwok is actively involved in chamber of commerce and charity activities. She is currently the Honourable President of the Cosmetic & Perfumery Association of Hong Kong (since 2009), President of Sa Sa Making Life Beautiful Charity Fund (since 2013), Adviser of Po Leung Kuk (April 2017 – March 2018, January 2023 – December 2025, January 2026 – December 2028), the Vice President of the Hong Kong Girl Guides Association (since 2012), Senator (since 2015) and the Honorary President (since 2005) of the Hong Kong Federation of Women, and Committee Member of Hong Kong Federation of Women Entrepreneurs Committee (since 2004). Dr Kwok was also the Chairman (April 2016 – March 2017), the Vice-chairman (April 2012 – March 2016), Director (2006-2012) of Po Leung Kuk, initiating the “Making Life Beautiful” Beauty Ambassador Training Programme (2008 and 2009) and “Sa Sa Eternal Beauty” Charitable Programme (2018-2019) of Po Leung Kuk together with Sa Sa. She was also the Committee Member of the Major Sports Events Committee (2015-2018), a patron of Caritas Fund Raising Campaign (2006-2020) and Honorary President of All-China Women’s Federation Hong Kong Delegates Association (2023-2025).

She is a director and shareholder of Sunrise Height Incorporated and Green Ravine Limited, the respective controlling and substantial shareholders of the Company. Both Dr Eleanor Kwok and Dr Simon Kwok have a 50% shareholdings in each of the two companies. Details of her interest in the shares and underlying shares in the Company are set out in the “Directors’ Report”. Dr Kwok is a director of certain subsidiaries of the Group. Save as aforesaid, Dr Eleanor Kwok does not hold any directorship in other listed companies in the past three years.

Dr Kwok is the wife of Dr Kwok Siu Ming Simon, mother of Mrs Chan Kwok Sze Wai Melody, Ms Kwok Sea Nga Kitty and Mr Kwok Ho Chuen Patrick. She is 72 years old.

Mrs CHAN KWOK Sze Wai Melody, MH, JP⁵

Mrs Chan is an executive director of the Company and a member of the Executive Committee of the Company. Mrs Chan joined the Group in 2005 as management trainee and has held various positions within the Group over the years. She was promoted to Vice President, Corporate Strategy & Development in April 2018, with oversight over business development strategy, marketing, brand management and product development.

Mrs Chan is currently a member of the Electoral Conference for Electing Deputies of the Hong Kong Special Administrative Region to the 14th National People’s Congress, a member of the Election Committee in the Wholesale and Retail subsector, a member of the Beauty and Hairdressing Industry Training Advisory Committee of Qualifications Framework of HKSAR Education Bureau, a member of the Fight Crime Committee of HKSAR Government, and Executive Committee of Hong Kong Retail Management Association. With extensive experience in cosmetic retailing, she has been President of the Cosmetic & Perfumery Association of Hong Kong since 2017 and has been the Honorary President and Executive Advisor from 2024 onwards, diligently promoting solidarity and safeguarding the interests of the Hong Kong cosmetic industry. She is also an executive director of the Hong Kong Federation of Guangzhou Associations (since 2015), executive director of the Council of Guangzhou Overseas Friendship Association (since 2013), Honorary Advisor of the Hong Kong Island Women’s Association (since 2018) and Founding Honorary Advisor of the Hong Kong O2O E-commerce Federation (since 2017).



Actively involved in community service and philanthropic activities, Mrs Chan has been Prominent President (since 2022) of the Southern District Association and Honorary Vice-President of the Hong Kong Girl Guides Association (since 2013), as well as Vice President of Greater China Cancer Foundation (2025-2026). She also supported the establishment of Sa Sa's first charity foundation "Sa Sa Making Life Beautiful Charity Fund" and acts as its Vice-chairman, working closely with numerous influential non-profit organisations. Mrs Chan received the "District Association Award – Gold Award" by the Southern District Association of The Hong Kong Girl Guides Association in 2023, and received "Golden Bauhinia Award" by The Hong Kong Girl Guides Association in 2021. She was named "CMO Marketer of the Year" by Hong Kong Institute of Marketing ("HKIM") in 2019, recognising her outstanding achievement and contribution in marketing strategy development. She was awarded the "Golden Bauhinia Women Entrepreneur Award" by the Golden Bauhinia Women Entrepreneur Association in 2016 and "Junior Chamber International City Lady Award" in 2014, in recognition of her contribution to society as well as art and culture.

Mrs Chan graduated from RMIT University, Australia, in 2002 with a Bachelor of Business degree. She obtained a Master's degree in International Business from Monash University, Australia, in 2004. She was conferred an Honorary Fellowship by the Professional Validation Centre of Hong Kong Business Sector in 2019.

Mrs Chan is the daughter of Dr Kwok Siu Ming Simon and Dr Kwok Law Kwai Chun Eleanor, and the sister of Ms Kwok Sea Nga Kitty and Mr Kwok Ho Chuen Patrick. Details of her interest in the shares and underlying shares in the Company are set out in the "Directors' Report". She is 48 years old.

Ms KWOK Sea Nga Kitty^s

Ms Kwok is an executive director of the Company and a member of the Executive Committee of the Company. Ms Kwok joined the Group in 2010. Over the years, Ms Kwok has been committed to expanding the Group's Chinese Mainland and e-commerce businesses. She was promoted to Vice President of e-commerce in April 2018, overseeing the Group's e-commerce business in Chinese Mainland, Hong Kong and Macao SARs, Southeast Asia and other regions, and driving the Group's transformation into a new retail model through online and offline integration. Since 2025, Ms Kwok has been responsible for overseeing the Group's procurement and brand partnership initiatives in relation to parallel import products and fragrance categories.

Ms Kwok is passionate in driving industry excellence for the commerce and retail sectors. She has been an elected member of the retailer category of the Governing Council of the Quality Tourism Services Association (2017-2027), and clinched the GBA Outstanding Women Entrepreneur Award by Metro Broadcast and Hong Kong Small and Medium Enterprises Association in 2024. She was a member of the Executive Committee of The Professional Validation Centre of Hong Kong Business Sector.

Ms Kwok graduated from the University of British Columbia in Canada in 2004 with a Bachelor's degree in Economics.

Ms Kwok is the daughter of Dr Kwok Siu Ming Simon and Dr Kwok Law Kwai Chun Eleanor, the sister of Mrs Chan Kwok Sze Wai Melody and Mr Kwok Ho Chuen Patrick. Details of her interest in the shares and underlying shares in the Company are set out in the "Directors' Report". She is 42 years old.

Mr CHUNG Ming Kit^{Chief Financial Officer and Company Secretary^{s^}}

Mr Chung Ming Kit was appointed as an executive director, member of the executive committee and member of the risk management committee of the Company with effect from 19 June 2025. Mr Chung joined the Company as chief financial officer on 2 December 2024 and appointed as the company secretary on 25 April 2025. Mr Chung has over 20 years of experience in finance, accounting and management. Prior to joining the Company, he had worked in an international accounting firm and other companies listed on the Main Board of the Stock Exchange of Hong Kong, NASDAQ and the Singapore Exchange.

Mr Chung obtained his Bachelor's degree of business administration in accounting from the Hong Kong University of Science and Technology. He is a Chartered Financial Analyst of the CFA Institute and a fellow member of the Hong Kong Institute of Certified Public Accountants. He is also an independent non-executive director of Cutia Therapeutics, a company whose shares are listed on the Main Board of the Stock Exchange of Hong Kong, since 12 June 2023. He is 48 years old.

Independent Non-executive Directors



Ms Ki Man Fung Leonie, GBS, SBS, JP*△#

Ms Ki was appointed as an independent non-executive director of the Company in December 2006. She is Chair of the Remuneration Committee, a member of the Audit Committee and a member of the Nomination Committee of the Company. She was a non-executive director (2008-2012, 2018-2020) and an executive director (2012-2018) of New World Development Company Limited and an independent non-executive director of Clear Media Limited¹ (2004-2019), both being public companies the securities of which are/were listed on the Main Board of the Stock Exchange of Hong Kong. She retired from the New World Group in 2020.

Ms Ki has more than 40 years of experience in integrated communication and marketing services. She was the founder, partner and Chairman/Chief Executive Officer of Grey Hong Kong Advertising Limited and Grey China Advertising Limited. Committed to community and public services, she was the first Chief Executive of The Better Hong Kong Foundation and has been a Director of PMQ Management Company Limited. Currently she is Founder and Honorary President of Wu Zhi Qiao Charitable Foundation and an Honorary Advisor of Youth Outreach and the Musicus Society. In 2018, she founded the Hong Kong Gaudeamus Dunhuang Ensemble to promote Dunhuang arts and culture.

Ms Ki is an Honorary University Fellow of The Open University of Hong Kong, The University of Hong Kong and the Hong Kong Baptist University (HKBU). She has been awarded the honour of Beta Gamma Sigma by the Faculty of Business Administration of The Chinese University of Hong Kong, and Justice of the Peace, Silver Bauhinia Star and Gold Bauhinia Star by the Government of the Hong Kong Special Administrative Region. She was appointed as a member of the 12th Chinese People's Political Consultative Conference ("CPPCC") National Committee in 2013 and a member of the 10th, 11th & 12th CPPCC Yunnan Provincial Committee.

She is presently a member of the Culture Commission under the Culture, Sports and Tourism Bureau of the Hong Kong Special Administrative Region. She is 79 years old.

Mr TAN Wee Seng**

Appointed as a non-executive director of the Company on 11 March 2010 and was re-designated from a non-executive director to an independent non-executive director on 26 June 2012. Mr Tan is the Chair of both the Audit Committee and the Nomination Committee of the Company.

Mr Tan is a professional in value and business management consultancy. He is a non-executive director, Chairman of the Sustainability Committee and member of the Audit Committee of Xtep International Holdings Limited, an independent non-executive director and Chairman of the Audit Committee of CIFI Holdings (Group) Co. Ltd., an independent non-executive director and Chairman of the Remuneration Committee of Health and Happiness (H&H) International Holdings Limited and an independent non-executive director, Chairman of the Audit Committee, the Remuneration Committee and the Nomination Committee of Shineroad International Holdings Limited, all the shares of which are listed on the Main Board of the Stock Exchange of Hong Kong. He is also a board member and Chairman of the Finance and Operation Committee of Beijing City International School. Mr Tan resigned as the independent director and Chairman of Audit Committee of ReneSola Ltd whose shares are listed on the New York Stock Exchange with effect from 1 February 2023. Mr Tan was an independent non-executive director of Sinopharm Group Co. Ltd. whose shares are listed on the Main Board of the Stock Exchange of Hong Kong, and an independent director and Chairman of the Audit Committee of 7 Days Group Holdings Limited whose shares were listed on the New York Stock Exchange between November 2009 and July 2013 until it was privatised. He was the Chairman of the Special Committee for Privatisation of 7 Days Group Holdings Limited from October 2012 to July 2013.

Mr Tan has over 45 years of financial, operation and business strategy as well as management experience and has also held various senior management positions in a number of multinational and Chinese corporations. From 2003 to 2008, he was an executive director, Chief Financial Officer and Company Secretary of Li Ning Company Limited, the shares of which are listed on the Main Board of the Stock Exchange of Hong Kong. From 1999 to 2002, he was the Senior Vice President of Reuters for the China, Mongolia and North Korea regions, and the Chief Representative of Reuters in China. Mr Tan is a fellow member of the Chartered Institute of Management Accountants, United Kingdom, and a fellow member of the Hong Kong Institute of Directors. He is 70 years old.

¹ Clear Media Limited was privatised in 2021



Prof The Hon CHAN Hiu Fung Nicholas, BBS, MH, JP*[△]

Appointed as an independent non-executive director of the Company on 2 September 2019. Mr Chan is a member of the Audit Committee and member of the Remuneration Committee of the Company. Mr Chan is a partner of an international law firm Squire Patton Boggs. He graduated from the University of Melbourne, Australia, in 1997 with a Bachelor of Laws degree and a Bachelor of Science (Computer Science) degree, and has been a solicitor in Hong Kong since May 1999. He was also admitted to the roll of solicitors in the following jurisdictions (but now non-practising): Australia Capital Territory (June 1997), State of Victoria in Australia (October 2000), and England and Wales (October 2007). Mr Chan was conferred Honorary Fellowship by the Hong Kong University of Science and Technology (HKUST) on 22 September 2023. He is also a China Appointed Attesting Officer.

Mr Chan was appointed as an independent non-executive director, member of the Related Party Transaction Control and Consumer Rights Protection Committee and the Strategy and Investment Committee of Ping An Insurance (Group) Company of China, Ltd., the shares of which are listed on the Main Board of the Stock Exchange of Hong Kong, effective from 15 October 2025. He is also an independent non-executive director, Chairman of the Remuneration Committee and member of both the Audit Committee and the Nomination Committee of China Merchants Port Holdings Company Limited, an independent non-executive director, Chairman of the Remuneration Committee, member of each of the Audit Committee, the Nomination Committee and the Risk Management Committee of Q P Group Holdings Limited and an independent non-executive director and member of the Nomination Committee of Genertec Universal Medical Group Company, all the shares of which are listed on the Main Board of the Stock Exchange of Hong Kong. Mr Chan resigned as an independent non-executive director, Chairman of the Remuneration Committee and member of both the Audit Committee and the Nomination Committee of Million Cities Holdings Limited with effect from 1 April 2025 and independent non-executive director, Chairman of the Nomination Committee and member of Audit Committee of Pangaea Connectivity Technology Limited with effect from 1 July 2025, all the shares of which are listed on the Main Board of the Stock Exchange of Hong Kong.

Mr Chan is a member of the 13th (April 2019 – March 2023) and 14th (March 2023 – 2028) National People's Congress of the People's Republic of China and was elected to serve Hong Kong as a member of the Legislative Council with effect from January 2026. He is also an adjudicator or panel member of a number of appeal boards or advisory committee in the Hong Kong Special Administrative Region, including: member of Chief Executive's Policy Unit Expert Group (Social Development Expert Group) (May 2023 – June 2027), member of the Competition Commission (May 2024 – April 2028), member of Communications Authority (April 2023 – March 2027), member of the Expert Advisory Group on Legal and Dispute Resolution Services established by the Department of Justice (October 2024 – October 2027), member (June 2017 – June 2023) and chairman (June 2023 – Current) of the Steering Committee of Innovation and Technology Industry-Oriented Fund (ITIF) and Innovation and Technology Venture Fund (ITVF) Schemes and member to the Board of Directors of the Hong Kong Cyberport Management Company Limited (April 2024 – March 2028).

Mr Chan is currently the Director heading the operations of the AALCO Hong Kong Regional Arbitration Centre (since May 2022), Vice Chairman of the China Committee of the Hong Kong General Chamber of Commerce (since July 2025), Vice-Chairman of the InnoTech Committee of The Law Society of Hong Kong, Council Vice Chairman (October 2024 to October 2026) and Council Member (since November 2018) of Fu Hong Society, Council Member (since June 2022), Chairman of the Risk Management Subcommittee (since May 2024), Member of Executive Committee of the Council (April 2024 – March 2028), Member of the Audit and Risk Management Committee (April 2024 – March 2028) and Chairman of the Knowledge Transfer Committee (April 2024 – March 2028) of The Chinese University of Hong Kong, Court Member of The Hong Kong University of Science and Technology (September 2022 – September 2028), member of The Hong Kong Polytechnic University Technology Transfer Management Committee, Honorary Legal Advisor and member of the Membership Affairs Appeal Panel of Sports Federation & Olympic Committee of Hong Kong, China, a director of The Football Association of Hong Kong, China Limited and member of the council of Hong Kong Youth Exchange Promotion United Association (since January 2022).

Mr Chan is also the Honorary Legal Advisor of some charities and trade associations including the Hong Kong Association of Interactive Marketing (HKAIM), Hong Kong Creative Industries Association (HKCIA), e-Learning Consortium, Hong Kong General Chamber of Cross-border E-Commerce (HKGCCCE), Hong Kong Information Technology Federation (HKITF), Hong Kong Internet Service Providers Association (HKISPA), Hong Kong O2O E-Commerce Federation, and International Federation of Creativity and Technology (IFOCAT).

Mr Chan was a Council member of The Law Society of Hong Kong (December 2014 – May 2019), member of HKSAR Passports Appeal Board (October 2011 – October 2017), adjudicator of the Immigration Tribunal (October 2013 – October 2019), member of Solicitors Disciplinary Tribunal Panel (September 2010 – September 2016), Chairman of the Appeal Tribunal Panel (Buildings) (December 2012 – December 2020), substantive member of the Human Organ Transplant Board (February 2018 – February 2024) in the Hong Kong Special Administrative Region, Chairman of the Knowledge Transfer Committee, Council Member of The Hong Kong University of Science and Technology (April 2016 – March 2022), Chairman (June 2018 – May 2020) and Vice-Chairman (May 2020 – June 2022) of eBRAM International Online Dispute Resolution Centre Limited, member of the Legal Aid Services Council (September 2018 – August 2022), member of Committee on Innovation, Technology and Industry Development (March 2023 – March 2025) and Hospital Governing Committee Member of Castle Peak Hospital and Siu Lam Hospital. He is 52 years old.

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Ms LEE Yun Chun Marie-Christine*

Appointed as a non-executive director of the Company on 26 February 2013 and redesignated as independent non-executive director and appointed as a member of Audit Committee on 2 September 2024. Ms Lee has a proven leadership position in retailing, branding and marketing, with more than 17 years of experience. Ms Lee was an ambassador of Harry Winston (Hong Kong) Limited, focusing on sales, branding and marketing and successfully launched its debut shop in Hong Kong, from 2009 to 2016. Harry Winston is a world famous jeweller specialising in luxurious jewellery and jewellery watches. She is currently the director of Or-Tea, an international premium specialty tea brand created in Hong Kong and produced in Germany. Ms Lee is a founder of Sport Max HK Co Limited, a diversified sports' service provider with professional coaching in sports. She is also an advisory board member of Phoenix Property Investors (H.K.) Limited, a private equity real estate investment group focusing on first-tier pan-Asian markets.

Previously, Ms Lee was a product manager of Shiatos Limited, an agent managing and distributing various prestigious European and international brands in Hong Kong, like Hermes, Van Cleef & Arpels, Lalique, Baccarat, Bernardaud, Christofle, etc. She was responsible for retailing and marketing, and successfully launched world famous high fashions in Hong Kong. She also worked for Citicorp International/Citibank NA as an investment advisor manager for high net worth individuals, and marketed loans for multinational corporations.

Ms Lee is committed to community work. She is a lifetime founding benefactor of The Nature Conservancy, USA, and a founder of a non-profit charitable organisation, Sports for Hope Foundation, providing funding to highly-talented young underprivileged athletes who lack financial means to further their passion. Ms Lee obtained a Bachelor of Science in Biochemistry and Nutritional Sciences from Simmons College, Boston, United States and was conferred an Honorary Fellowship by King's College, London for the cancer research programme at the Guy's Hospital. She is 66 years old.

Senior Management



Mr KWOK Ho Chuen Patrick Business Development Director

Mr Patrick Kwok is the Business Development Director of the Company. Joining the Group in January 2026, Mr Kwok leads and oversees key initiatives in business development, expanding the Group's market presence, building strategic partnerships, and further solidifies the Group's leading position within the retail industry.

Mr Kwok currently serves as the Chief Executive Officer and Co-Founder of Qi Feng Capital, Business Development Director of V POINT. Mr. Kwok has extensive experience in the investment and real estate sectors, enabling the Group to make more precise market assessments and cost-efficient proposals in relation to lease negotiations and store fit-out works. His outstanding achievements and contributions to the business community have been recognised by the Guangdong-Hong Kong-Macao Bay Area Entrepreneurs Union, which honoured him with the "GBA Outstanding Young Entrepreneur Award" in 2021.

Active in fostering collaboration within the business community, Mr Kwok has served as an Executive Committee Member of the Outstanding Young Entrepreneurs Committee of the Guangdong-Hong Kong-Macao Bay Area Entrepreneurs Union (since 2022) and President of the Hong Kong Industrial & Commercial Association – Youth Link (since 2022). He was also a Director (2020–2021) and an Executive Director (2021–2025) of the Hong Kong United Youth Association Limited, dedicated to uniting Hong Kong's business forces to capitalise on its unique advantages within the Greater Bay Area.

Deeply committed to philanthropy and community service, Mr Kwok served as a Director of Po Leung Kuk from 2017 to 2025 to support underprivileged groups. To nurture the next generation of youth leaders, he also serves as the President of Kwai Tsing District Junior Police Call Honorary President Council (January 2025 – December 2026) and Assistant Commissioner, Advisory Committee of the Immigration Department Youth Leaders Corps (July 2024 – June 2027).

Mr Kwok graduated from Queen Mary University of London, United Kingdom, with a Bachelor of Science degree in Business Management. Prior to his current roles, he held positions at Phoenix Property Investors from 2015 to 2017, focusing on investment and asset management, and joined retail leasing and investment team of Savills from 2013 to 2015.

Mr Kwok is the son of Dr Kwok Siu Ming Simon and Dr Kwok Law Kwai Chun Eleanor, and the younger brother of Mrs Chan Kwok Sze Wai Melody and Ms Kwok Sea Nga Kitty. He is 34 years old.