

# Making Life Beautiful

## 締造美麗人生



## 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 Macau SARs, Mainland China and Malaysia. We position ourselves as one-stop beauty product specialty stores with a business focus on "Beauty". Our diversified portfolio extends to about 10,000 products from more than 700 international brands of skincare, fragrance, make-up, hair care and body care products, health and fitness products as well as beauty gadgets, including around 120 own brands and other exclusive international brands.

Our diversified e-commerce platforms offer round-the-clock online shopping services along with comprehensive 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 refined and seamless O2O customer experience.

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

## 關於我們

莎莎於1978年成立，為亞洲具領導地位的美粧產品零售集團。

- 集團於1997年於香港聯合交易所有限公司主板上市
- (股份代號：178)，目前業務遍及香港及澳門特區、
- 中國內地及馬來西亞。莎莎以「美」為業務重心，並以
- 一站式美粧產品專門店的定位為顧客提供多元化的產品
- 組合，當中包括逾700個國際品牌，約10,000種護膚品、
- 香水、化粧品、護髮、身體護理產品、保健產品及美容
- 小儀器等，其中約120個為我們自家品牌及獨家代理的
- 國際品牌產品。

我們的多元化電子商貿平台為不同國家的顧客提供全天候24小時的網上零售服務，以及最新產品資訊。為配合新零售時代，我們正積極整合實體店及線上業務，致力為顧客締造無縫的線上線下購物體驗。

集團現為「富時指數系列」、「摩根士丹利資本國際（「MSCI」）指數系列」及「標普指數系列」成份股。

