

**[For Immediate Release]**



**Sa Sa Celebrates 30 Years of Success in Cosmetics  
Retailing Initiates "Making Life Beautiful Project"  
to Contribute to the Community**

(17 June 2008 – Hong Kong) – **Sa Sa Cosmetic Company Limited** ("Sa Sa" or "the Group") today announced a series of celebration activities for its 30th anniversary this year. Starting as a small cosmetics counter back in 1978, the Group is today the largest cosmetics retail chain in Asia and represents over 100 international beauty brands in Asia.

To commemorate its 30th birthday, Sa Sa launched a series of promotional activities themed "Beauty Always and Forever by Sa Sa", echoing its dedication to bringing quality cosmetics from around the world to ladies in Asia. To contribute to the community where Sa Sa has grown from a humble start, the Group is also presenting the "Making Life Beautiful Project" for the elderly together with Po Leung Kuk.

**Continuous expansion complemented with growing international reputation**

Sa Sa has prospered over the years thanks to its "one-stop cosmetics specialty store" concept and its renowned brand strength built on innovative cosmetics retailing at best value in one-stop stores filled with international brands. It is today the largest cosmetics retail chain in Asia and is among the top five retail groups in Hong Kong, according to the 'Retail Asia-Pacific Top 500' ranking by Retail Asia magazine, KPMG and Euromonitor. The Group has presence in six markets in Asia including Hong Kong, Macau, Mainland China, Singapore, Malaysia and Taiwan. Sa Sa achieved service excellence and won industry recognition with its beauty consultant and shop supervisor winning Junior Frontline and Supervisory Levels of the Beauty Products / Cosmetics Category in 2007 Service & Courtesy Award organized by Hong Kong Retail Management Association.

Mr. Simon Kwok, Chairman and CEO of the Group, said, "To celebrate Sa Sa's 30th Anniversary, we are launching a series of celebration activities, themed 'Beauty Always and Forever by Sa Sa', to thank our customers and the community for their support all along. Going forward, Sa Sa will continue to develop our retail and brand management business as a 'Beauty Retail Specialist'. We will introduce more international cosmetic and skin care brands to Asia for our customers. "

### **Contributing to the community Enriching the life of the elderly**

As a caring corporation constantly advocating "make life beautiful", the Group, together with Po Leung Kuk and "Partnership Fund for the Disadvantaged", launched Po Leung Kuk Sa Sa "Making Life Beautiful Project" for the elderly.

To support the training course, Sa Sa donated HK\$350,000 to Po Leung Kuk. The donation cheque was presented by Mrs. Eleanor Kwok, Vice-Chairman of Sa Sa, to Mrs. Ngan Po Ling, Chairman of Po Leung Kuk, at the event today.

Commencing January 2008, beauty courses, covering topics such as cosmetics, skin care, make-up, hair-styling etc., would be held each quarter for elderly aged 50 or above. Apart from monetary donation, Sa Sa also provides voluntary trainers, free venue and teaching materials. Graduates of the course will be able to offer beautician services to elderly aged 60 or above in elderly homes and the community as "beauty ambassadors". Sa Sa also took a leading role in designing and renovating the service centre of Po Leung Kuk Centre at Diamond Hill into a beauty centre, where elderly can enjoy professional beauty services. Sa Sa would also support and co-organise outreach programmes and seminars for the elderly with the charitable organization.

### **Appointment of UCI Track Cycling World Cup 2008 gold medalist as Energetic and Health Ambassador**

Sharing the pride of all Chinese as Beijing hosts the 2008 Summer Olympics, Sa Sa would like to give its support to the nationwide excitement on this grand sports event. 21-year-old Miss Jamie Wong, gold medalist of the UCI Track Cycling World Cup 2008, was appointed as the Energetic and Health Ambassador of Sa Sa.

Speaking at the event, Miss Wong said, "I am glad to be appointed by Sa Sa as the Energetic and Health Ambassador. The appointment may come as a surprise for some people because it is a general concept that athletes are less concerned about their looks. However, I am conscious about protecting myself from the potential skin damage by the sun and make sure I wear sun block whenever I am training or competing outdoor. I'm

delighted that through Sa Sa, I will have access to a lot of quality international sun protection and skin care products that will definitely help improve my skin."

### **Special offers to share birthday joy with customers**

Sa Sa's 30th anniversary offers include a lucky draw with prizes worth a total of HK\$250,000 to reward customers for their support to the Group over the years. The Group has also made a TV commercial and given a new face to its shopper bag, letterhead and promotional materials. Its 110,000 VIP members were already informed via e-mail about Sa Sa's the latest promotion and celebration activities in the coming months.

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### **Group Background**

Sa Sa is a leading cosmetics retail group in Asia. Its over 130 stores in Asia sell more than 400 brands of skin care, fragrance, make-up and hair care products including its own brands and other exclusive international brands. Over 700 well-trained beauty consultants are employed to provide professional services to its customers.

Sa Sa runs the largest cosmetics specialty store chain in Asia Pacific region, as ranked by Retail Asia magazine and KPMG in 2007. As one of the major sole agents in cosmetics in Hong Kong, Sa Sa also represents more than 100 international beauty brands in Asia. Sa Sa prospers on its successful and proven "one-stop cosmetics specialty store" concept which aims to provide customers with the widest range of quality products. Its e-commerce arm, Sasa.com, provides online shopping service to customers as well as a strong marketing tool for the Group. Sa Sa, established in 1978, was listed on The Stock Exchange of Hong Kong in June 1997, and had an annual turnover of around HK\$2.89 billion for the year ended 31 March 2007.

For further information, please visit [www.sasa.com](http://www.sasa.com) or contact:

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