



Sa Sa Appoints Executive Directors

(30 June 2022 - HONG KONG) - **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce the appointment of Mr Danny Ho and Ms Kitty Kwok as Executive Directors, with effect from 30 June 2022 and the conclusion of the AGM to be held on 25 August 2022 respectively. Meanwhile, Dr Guy Look, Chief Financial Officer and Executive Director of the Group, will retire after the AGM on 25 August 2022. Mr Ho will succeed him as the Chief Financial Officer of the Company.

Mr Danny Ho joined the Company as Co-Chief Financial Officer in April 2022 and has been appointed an Executive Director in June. He has over 20 years of experience in local and overseas financial and general management, as well as consumer journey digitalisation.

Prior to joining Sa Sa, Mr Ho was the Chief Financial Officer of UMP Healthcare Holdings Limited, where his primary focus was developing a digital first primary healthcare system in the Greater Bay Area. In 2012, he joined Diageo plc, a global leader in beverage alcohol listed in the UK and the US, and was subsequently promoted to the CFO of Diageo’s subsidiary, the Shanghai-listed white spirits manufacturer and “Shuijingfang” brand owner, Sichuan Swellfun Co., Ltd (“Swellfun”) in 2014. During his six years of tenure at Swellfun, he led the digital transformation of the company and the route-to-consumer digitalisation to engage consumers in an omni-channel setting. Earlier in his career, Mr Ho spent 12 years at KPMG starting from 2000 and was promoted to Partner of the Consumer Markets Assurance function.

Mr Ho holds a Bachelor’s degree in Economics and Accounting from the University of Liverpool and is qualified as a Chartered Accountant with The Institute of Chartered Accountants in England and Wales. He is also a member of the Hong Kong Institute of Certified Public Accountants and holds an EMBA from Kellogg-HKUST.

Ms Kitty Kwok joined Sa Sa in 2010. She was promoted to Vice President of e-commerce in April 2018 and has been appointed an Executive Director of the Group with effect from the conclusion of AGM to be held on 25 August 2022. Over the years, Ms Kwok has been committed to expanding the Group’s Mainland China and e-commerce businesses. She now oversees the Group’s e-commerce business in Mainland China, Hong Kong and Macau SARs, Southeast Asia and other regions, driving the Group’s transformation into a

new retail model through online and offline integration. Before joining Sa Sa, Ms Kwok worked in the private banking department of the renowned investment bank Morgan Stanley for more than 4 years.

Ms Kwok is passionate in driving industry excellence for the commerce and retail sectors. She has served as an elected member of the retail sector of the Executive Committee of the Quality Tourism Services Association (2017-2022) and a member of the Executive Committee of The Professional Validation Centre of Hong Kong Business Sector (2015-2022). She graduated from the University of British Columbia in Canada in 2004 with a Bachelor's degree in Economics.

Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of the Group, said, “Our Executive Director and Chief Financial Officer Dr Look is retiring after having served Sa Sa for over 20 years. Over the years, Dr Look has contributed tremendously to the Group in terms of financial and general management. The board of directors and I would like to express our gratitude and wish him a happy retirement. At the same time, we welcome our new Executive Directors Mr Ho and Ms Kwok. Mr Ho will succeed Dr Look as the Chief Financial Officer. With his professional financial expertise and management experience, particularly in promoting the digitalisation of customer experience, I am sure he will contribute to greatly Sa Sa. Ms Kwok has experience in expanding business in Mainland China. She currently focuses on driving Sa Sa’s e-commerce business and promoting the new retail model through the integration of the Group’s online and offline operations. We expect Mr Ho and Ms Kwok to work together with the board of directors and the management team to help the Group scale new heights in the future.”

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