



## **Sa Sa Supports Tai Po Fire Tragedy Affected Residents in the HKSAR**

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**“Sa Sa Making Life Beautiful Charity Fund”, Kwok’s Family &  
Our People in the Hong Kong & Macau SARs  
Contribute HK\$2.5 Million Approximately  
Offers In-kind Support Exceeding HK\$2.5 Million**

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(3 December 2025 - HONG KONG) - **Sa Sa Cosmetic Company Limited** (“Sa Sa”) expresses profound sorrow and condolence over the deadliest No. 5 fire tragedy at Wang Fuk Court in Tai Po of the Hong Kong SAR (Hong Kong / the HKSAR) on 26 November, resulting in multiple casualties including an on-duty firefighter.

As a homegrown brand in Hong Kong, Sa Sa shares in their grief and has immediately initiated support to assist the affected residents who lost their loved ones and homes during this difficult time.

To aid residents in urgent need, Sa Sa provided immediate support to the frontline of community. On the three consecutive days following the fire tragedy, we set up "Sa Sa Care Support Stations" in three Tai Po branches (including the Tai Wo Plaza branch, Tai Po Mega Mall branch, and the Uptown Plaza branch) to allow affected residents to collect necessary materials promptly. Meanwhile, both branches of Uptown Plaza of Tai Po and Leighton Centre of Causeway Bay have set up “Wish Walls” for dissemination of wishes and encouragement to those affected residents by our people and members of the community.

With the swift aid from our own brands and other brand partners, Sa Sa prepared in-kind support exceeding HK\$2.5 million. With the help from our “Sa Sa Sincere Volunteer Team” in organising, transporting, and distributing in-kind support to the affected residents based on the needs of social welfare organisations, which made our contribution more pragmatic and effective.

Partial in-kind support has been delivered to the transitional housing of “Lok Sin Village” in Tai Po, “Kai Fook Kui” in Kai Tak, “Pok Oi Kong Ha Wai Village” in Yuen Long and “Pok Oi Sing Ping Village” in Ta Kwu Ling, and “TranquilTrees Living” in Yuen Long on 28 November, 29 November, 2 December and 3 December, respectively, to provide immediate relief to the affected residents during their temporary stay to meet their daily needs.

Furthermore, our “Sa Sa Making Life Beautiful Charity Fund”, Kwok’s Family and our people in the Hong Kong & Macau SARs donated HK\$2.5 million to “The Community Chest Tai Po Fire Relief Fund” and “Po Leung Kuk Charity Fund for the Disadvantaged”, extending support and sympathy to the affected residents.

As a local Hong Kong brand, Sa Sa remains committed to standing with the community. We wish for a smooth continuation of relief and recovery efforts, for residents to regain living stability, and for every affected resident to receive proper care and support. Sa Sa expresses sincere gratitude to the brand partners for their care and support to Hong Kong, enabling a timely delivery of in-kind support to the affected residents.

Sa Sa will continue to liaise closely with relevant government departments for relief assistance.



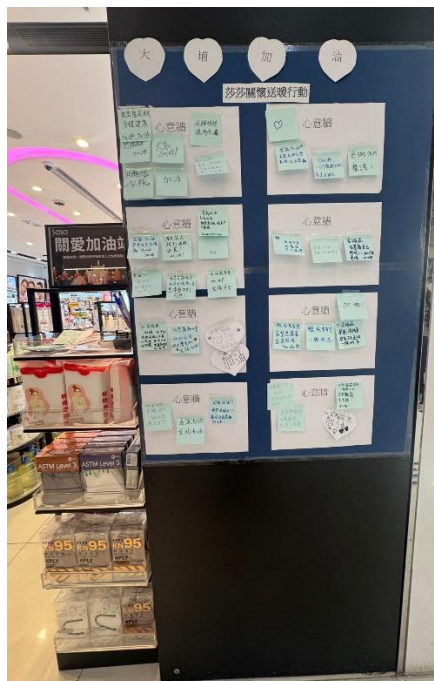
Our “Sa Sa Sincere Volunteer team” delivered in-kind support to the affected residents living in the transitional housing of “Lok Sin Village” in Tai Po.



Sa Sa expresses sincere gratitude to the brand partners for their care and support to Hong Kong, enabling a timely delivery of in-kind support to the affected residents.



Our “Sa Sa Sincere Volunteer team” has been working tirelessly for days to prepare “Care Packages” and show our care to the affected residents in Tai Po.



“Wish Wall” was set up in Uptown Plaza branch in Tai Po for dissemination of wishes and encouragement to Tai Po affected residents.



“Sa Sa Care Support Station” was set up in Tai Wo Plaza branch in Tai Po the next day of fire tragedy.