



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 12,000 products from more than 600 international brands of skincare, fragrance, make-up, hair care and body care products as well as health and beauty supplements, including over 150 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.

OUR VISION *Making Life Beautiful*



OUR MISSION

Realising our “Making Life Beautiful” vision, we:

- Create maximum returns for our shareholders
- Empower our employees to grow and excel
- Develop strategic partnerships with our suppliers
- Offer our customers the best products and shopping experiences
- Foster dialogue with our communities to address their needs

