

# Corporate Profile

## 公司簡介



Sa Sa International Holdings Limited ("Sa Sa" or "the Group") is a leading cosmetic retailing and beauty services group in Asia. Listed on The Stock Exchange of Hong Kong Limited (the Stock Exchange) in 1997 (Stock Code: 178), the Sa Sa Group employs over 1,800 staff in six markets across the region, covering Hong Kong, Singapore, Malaysia, Taiwan, Thailand and Macau. Its vision is to become the dominant cosmetics retailing and beauty services group in Asia.

Established in 1978, Sa Sa has grown from a 40 sq. ft. retail space to become today's regional "beauty" enterprise. Its legendary brand strength in Asia is built on innovative cosmetics retailing at best value in one-stop stores filled with top international brands. The strength of the Sa Sa brand is reflected in the increasing number of awards the Group has gained both in Hong Kong and internationally.

Sa Sa has differentiated itself through the creation of an integrated "beauty" platform, which covers three distinct business areas:

莎莎國際控股有限公司（「莎莎」或「集團」）為亞洲區內具領導地位的化粧品零售及美容服務集團。莎莎於一九九七年在香港聯合交易所有限公司（聯交所）上市（股份代號：178），在亞洲區內六個主要市場包括香港、新加坡、馬來西亞、台灣、泰國及澳門僱用逾一千八百名員工。集團的目標是成為亞洲化粧品零售及美容服務業的翹楚。

莎莎於一九七八年成立，從最初面積僅四十平方呎的零售櫃位，發展成為現時業務遍及亞洲各地的美容產品零售及服務企業。莎莎品牌在亞洲享負盛名，乃基於其掌握創新的化粧品零售技巧，通過一站式分店銷售種類繁多的國際名牌產品，為顧客提供最物超所值的服務。集團近年在香港及海外屢獲殊榮，足證莎莎聲譽日隆。

莎莎透過旗下三項主要業務，全面向以「美」為主的業務方向發展，並奠定了其獨特的市場地位：





**Retail** - The Group sells over 400 brands, covering 15,000 skin care, fragrances, make-up and hair care products, including private labels and exclusive products. Its retail network currently comprises an extensive regional network of over 60 **Sa Sa Cosmetics** stores, as well as a **La Colline** specialty store and an **Elizabeth Arden** counter. The international, Hong Kong and Korean sites of our e-commerce platform, **Sasa.com**, offer round-the-clock on-line shopping services along with comprehensive product and corporate information.

**Brand Management** - In addition to selling its private-label products, the Group also operates as the sole agent for many international cosmetic brands in Asia. Sa Sa has been appointed by a leading global prestige brand, Elizabeth Arden, as its sole agent in Hong Kong and Macau since October 2002. The Group currently handles over 50 exclusive major brands, including brand-management and distribution. This business accounts for over 27% of Sa Sa's total retail turnover.

**Beauty Services** - The Group operates a regional network of nine **Phillip Wain** health and beauty ladies' clubs in Hong Kong, Malaysia, Singapore and Thailand for a select membership of premium customers. The two **Sa Sa Beauty+** beauty and slimming centres in Hong Kong now offer comprehensive, quality and value-for-money beauty services for Sa Sa's loyal customers including over 100,000 loyal VIP card members.

**零售業務** - 集團銷售逾四百個品牌，包括超過一萬五千種護膚品、香水、化粧品和頭髮護理用品，以及集團專有品牌和獨家代理產品。集團亞洲區零售網絡包括逾六十間莎莎化粧品專門店、La Colline專門店，以及伊莉莎伯雅頓專櫃。集團電子商貿平台 **Sasa.com** 現設有國際、香港及韓國網站，提供全日二十四小時網上零售服務，及豐富的產品和集團資訊。

**品牌管理業務** - 除銷售專有品牌產品外，集團亦為多個國際化粧品品牌的亞洲區獨家代理商。莎莎自二零零二年十月起獲國際知名化粧品品牌伊莉莎伯雅頓委任為香港及澳門區的獨家代理。集團現獨家代理逾五十個主要品牌，負責其品牌管理、推廣及分銷工作。此項業務佔莎莎總零售營業額超過百分之二十七。

**美容服務** - 集團在香港、馬來西亞、新加坡及泰國共經營九間**菲力偉女子健美中心**，為尊貴會員提供卓越服務。香港兩間**Sa Sa Beauty+**美容及纖體中心現為莎莎的貴賓顧客包括其逾十萬位VIP會員，提供優質超值的美容服務。

