

# INVESTOR RELATIONS

## 投資者關係

The Group is committed to fostering productive and long-term relationships with shareholders, individuals and institutions, (collectively named as “Shareholders”), and the investment community at large, through effective two-way communication channels.

Sa Sa’s communication strategy is to ensure that information about and from Sa Sa is delivered on a timely and transparent basis. The Group strives to be responsive to the enquiries of the Shareholders and the investment community by being easily accessible and responding in a timely manner. Sa Sa endeavours to ensure that all information published is factual and presented in a clear and balanced manner, disclosing both positive and negative information objectively, so that the investment community can make informed investment decisions.

Through multiple platforms, the Group communicates with the investment community to allow them to understand the business and strategies, to brief them on the latest company updates available to the public and to share the management’s views on the outlook. As part of the investor relations function, it is recognised that communication has to be conducted in both directions and so to this end, the Group also collects feedback from investors and analysts for the attention of executive management and the Board of Directors. This also helps formulate the investor relations plan and improve the investor relations practices on an on-going basis. The Group also aspires to adopt digital investor relations practices to improve communication, efficiency and user experience.

The investor relations function is highly supported by the Group’s Executive Directors, Director of Corporate Communications and Investor Relations and designated representatives. They interact regularly with the market in a variety of ways in order to facilitate a two-way communication between the Company, Shareholders and the investment community. Discussion topics cover historical financial information, operational data, industry update, corporate strategies and outlook of the Company as long as they are not considered as material non-public information.

集團致力透過有效雙向溝通渠道，與個人及機構股東（統稱「股東」）及整體投資界建立良好而長遠的關係。

莎莎的溝通策略是要確保有關及來自莎莎的資料可及時和透明地發佈。集團致力為股東及投資界提供便捷的溝通途徑以回應相關的查詢。集團會盡力確保所公佈的全部資料均為真實無誤並清晰平衡地呈列，客觀披露正面及負面資料，使投資界可於知情的情況下作出投資決定。

集團透過多個平台與投資界溝通，讓他們瞭解集團的業務和策略，向他們闡述公司已公開披露的最新資料，及分享集團對未來發展的看法。集團認為，作為投資者關係職能的一部份，溝通必須雙向進行。為達此目的，集團亦收集投資者及分析員的反饋意見，並將該等意見反映給管理層及董事會。此舉有助制訂集團的投資者關係計劃及持續改善集團的投資者關係實務常規。集團亦致力透過數碼投資者關係應用以加強日常溝通、效率及用戶體驗。

集團的執行董事、企業傳訊及投資者關係總監以及指定代表全面配合投資者關係活動。彼等定期通過多種途徑與市場互動，促進公司與股東及投資界之間的雙向溝通。討論議題涵蓋公司過往財務資料、營運數據、行業發展、公司策略及前景，只要這些資料並非重大的非公開資料。

## INVESTOR RELATIONS 投資者關係

### Investor Relations Activities

#### Frequent Contacts with Investment Community :

The Group made frequent contact with the investment community through various platforms including annual general meetings, results briefings, quarterly calls, investor meetings, investor conferences, roadshows (both domestic and international), company visits, teleconference and emails. This enabled investors to have a better understanding of the Group's strategies and businesses.

### 投資者關係活動

#### 與機構投資者緊密交流：

通過股東週年大會、業績發佈會、季度電話會議、投資者會議、投資者研討會、路演（包括本地及海外）、公司會面、電話會議及電郵諮詢等各種平台，集團積極與機構投資者作緊密交流，使投資者對集團的策略及業務有更深入理解。

> 150

Analysts, fund managers  
and institutional investors  
分析員、基金經理及  
機構投資者

14

Analysts covering Sa Sa  
分析員將莎莎列為  
分析對象

> 50

Research reports  
以莎莎為分析對象的  
研究報告

#### Roadshow and Conference

During the first half of the fiscal year, the Group also sought opportunities to communicate strategies to investors and the public through proactive participation in major conferences and non-deal roadshows as follows:

#### 路演及研討會

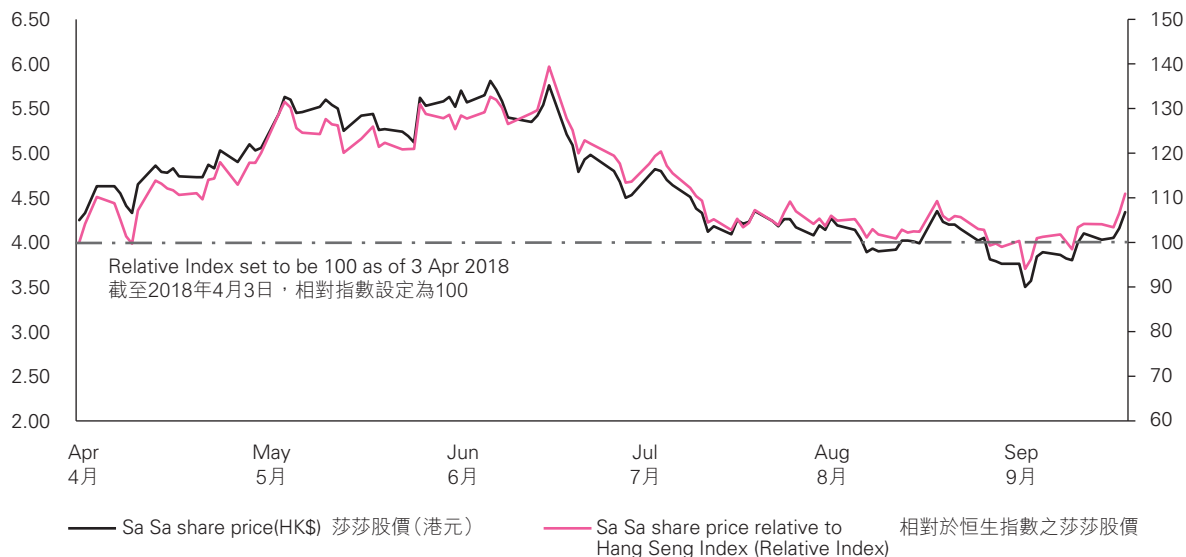
於本財政年度上半年，集團亦積極參與主要的投資者研討會及非交易路演，藉此向投資者及公眾講解公司策略，有關詳情如下：

FY 2018/19 2018/19財政年度	Event 活動	Organiser 主辦機構	Location 地點
Q1 第一季	Post-results non-deal roadshow 業績後非交易路演	Citi 花旗	Hong Kong 香港
	GHM Greater Bay Corporate Day GHM 大灣區企業日	Goldman Sachs 高盛	Hong Kong 香港
Q2 第二季	Post-results non-deal roadshow 業績後非交易路演	DBS Vickers 星展唯高達	Singapore 新加坡
	Non-deal roadshow 非交易路演	Fubon Securities 富邦證券	Taiwan 台灣
	China Corporate Day 2018 2018中國企業推介日	Citi 花旗	Singapore 新加坡

## Sa Sa Share Price Performance vs HSI

### 莎莎股價表現與恒指對比

**Share Price Performance, 3 Apr 18 – 28 Sep 2018**  
 股價表現，2018年4月3日 – 2018年9月28日



Remark: Dividend returns are excluded from the above

註：以上資料不包括股息回報

## Awards and Recognition

Sa Sa always persists in upholding investor relations and corporate governance standard. The Group's commitment to best practices in corporate governance and transparent reporting has been granted recognitions by the following regional and international accolades:

- Hang Seng Corporate Sustainability Benchmark Index constituent member 2018/19
- Hong Kong Investor Relations Association – 4<sup>th</sup> Investor Relations Awards 2018 (Small-Cap Category)
  - Overall Best IR Company
  - Best IR Company
  - IR Awards for 3 years
  - Best IR by Chairman/CEO (Dr Simon Kwok, Chairman and Chief Executive Officer)
  - Best IR by CFO (Dr Guy Look, CFO and Executive Director)
  - Best Investor Meeting

## 獎項及榮譽

莎莎一直堅持維護高水平的投資者關係及企業管治。集團致力履行最佳企業管治標準及具透明度申報的承諾，獲得以下地區性及國際榮譽的肯定：

- 2018/19年度恒生可持續發展企業基準指數成份股
- 2018年香港投資者關係協會 – 第四屆香港投資者關係大獎(小型股組別)
  - 整體最佳投資者關係公司
  - 最佳投資者關係公司(小型股)
  - 投資者關係大獎(連續三年)
  - 最佳投資者關係主席/行政總裁(主席及行政總裁郭少明博士)
  - 最佳投資者關係財務總監(首席財務總監及執行董事陸楷博士)
  - 最佳投資者會議

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- Hong Kong Management Association  
– 2018 Best Annual Reports Awards  
“Citation for Environmental, Social and Governance Disclosure”
- Mercomm, Inc. – International ARC Awards 2018 (The Group’s 2016-17 Annual Report)  
“Honours Award – category of Traditional Annual Report: Beauty & Cosmetic Production”
- 香港管理專業協會  
– 2018年度最佳年報大獎  
“優秀環境、社會及管治資料披露獎”
- Mercomm 公司—2018年度「國際ARC大獎」(集團2016/17年報)  
“優異獎—傳統年報組別：美容和化粧品產業”

### Listing and Stock Codes:

### 上市及股份代號

#### Ordinary Shares

##### 普通股

The Stock Exchange of Hong Kong 香港聯合交易所有限公司	178
Bloomberg 彭博	178 HK Equity
Reuters 路透社	0.178.HK
ADR Level 1 Programme 美國預託證券 Level 1 Programme	SAXJY

#### Stock Information

##### 股份資料

Board lot (shares) 每手(股)	2,000
Nominal value per share (HK\$) 每股面值(港元)	HK\$0.1
Financial year end 財政年度年結	31 March 3月31日
Number of ordinary shares issued as at 30 September 2018 於2018年9月30日已發行普通股股數	3,040,034,398
Share price as at 28 September 2018 (HK\$) 於2018年9月28日股價(港元)	HK\$4.34
Market capitalisation as at 30 September 2018 (HK\$M Approximately) 於2018年9月30日市值(約百萬港元)	HK\$13,194
Public float as at 30 September 2018 (Approximately) 於2018年9月30日公眾持股量(約)	36%