



EXECUTIVE AWARD 傑出管理獎

Dr. Joyce Tsang 曾裕博士

Chairman & CEO
主席及首席執行官

Modern Beauty Salon Holdings Limited
現代美容控股有限公司

As a pioneer in the beauty industry, Dr. Joyce Tsang, widely known as the "Beauty Queen", has been enjoying high reputation during her career of more than 20 years. Modern Beauty Salon, founded by Joyce Tsang with only one beauty bed, has now evolved into a beauty empire that boasts scores of stores and a dozen of brands. In 1991, Dr. Tsang opened her first salon in the Hong Kong Chinese Bank CWB Centre in the Yee Wo Street, Causeway Bay, which manifested her long-term determination to start from the bottom and work assiduously.

Indebted to her slowly accumulated managerial expertise, acute response to market needs and personal wisdom, Dr. Tsang has succeeded in further expanding her empire. The year of 2006 witnessed the listing of Modern Beauty Salon Group on the Main Board of Hong Kong Exchanges, a new milestone in the Group's history. In addition, Dr. Tsang has also been actively exploring overseas markets, delivering quality beauty services to countries and regions including mainland China, Taiwan, Singapore and Malaysia.

Under Joyce's leadership, Modern Beauty Salon Holdings Ltd. (the "Group") has enjoyed considerable growth in the past years. Turnover of the Group for the year ended 31 March 2014 reached approximately HK\$868.8 million, representing an increase of 22.7% compared with approximately HK\$708.1 million for the same period last year. The receipts from sales of prepaid beauty packages during 2014 were HK\$772.2 million, an increase of 1.0% over the same period last year. The Group recorded an operating profit of HK\$80.2 million during 2014.

Faced with the constantly changing market, Dr. Tsang is dedicated to tapping into the product sales business with a vision to maintain competitiveness and offer more diversified and better customer services. In the financial

year of 2013, Modern Beauty Salon successfully added 5 points of sale to its sales map. It also launched a new brand Bioline as its sole distributor while further promoting its own labels such as p.e.n, be and FERRECCARE to boost its overall turnover. By studying and introducing more quality and safe skincare and health products, Modern Beauty Salon is doing its utmost to grant its customers first-class products and services. All these efforts have laid a solid foundation for the company to expand outwardly from home to abroad.

曾裕博士屹立美容界逾廿載，是美容業界的先驅，於行內享負盛名，亦被尊稱為「美容天后」。由她一手創立的現代美容中心，從一張美容床開始發展至今，成為擁有逾十多個品牌，數十間分店的美容王國。多年來，曾博士孜孜不倦從低做起，於1991年在銅鑼灣怡和街華人銀行大廈，開設了首間現代美容中心。

憑著一點一滴累積下來的營商經驗、對市場的敏銳度以及個人睿智，使她成功將美容王國版圖進一步擴大。2006年現代美容集團在本港聯交所主板上市，令集團業務邁向新的里程碑。與此同時，曾博士亦積極開拓海外市場，先後在中國、台灣、新加坡、馬來西亞等地開拓業務，將優質的美容服務帶到當地。

而在曾博士悉心領導下，現代美容控股有限公司（以下簡稱「集團」）在過去幾年間也有了長足發展。截至2014年3月31日為止，現代美容控股有限公司的年營業額高達8.688億港幣，與去年7.081億港幣相比，同比增長了22.7%。2014年集團預付美容套票的銷售收入為7.722億港幣，與去年同期相比增長了1.0%。同年，集團的營業淨利亦高達8020萬港幣。

面對瞬息萬變的市場，要保持競爭力，提供更多元化，更優質的服務給顧客，曾博士致力開拓產品銷售業務。在2013年財政年度，集團成功在香港增設5個產品銷售點以擴充集團的銷售網絡，並推出全新代理品牌：Bioline，以及進一步推廣自家品牌：p.e.n、be、FERRECCARE等，以提升整體額業額。藉研究及引入更多優質安全的護膚及保健產品，使海外客戶享受到最頂級產品和服務，為集團在海外扎根和擴展，打下了穩健的根基。