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SA SA INTERNATIONAL HOLDINGS LIMITED

莎莎國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 178)

Unaudited Sales Information of Retail Business in Hong Kong and Macau during the Labour Day Holiday in 2014

This announcement is made by the Company on a voluntary basis to inform shareholders and potential investors about the sales performance of its retail business in Hong Kong and Macau during the Labour Day Holiday from 1 to 3 May 2014 (“the Period”) as compared with that of the corresponding period last year (from 29 April to 1 May 2013).

	<i>Labour Day Holiday (1 to 3 May 2014)</i>
Hong Kong & Macau - Retail	
YoY growth in retail sales	Approximately minus 1 %*
YoY same store sales growth	Approximately minus 5 %*

Hong Kong Immigration Department data recorded during the Labour Day Holiday 2014 shows that Mainland China tourist arrivals declined on a year on year basis (from 1 to 3 May) for the first time. As a result, the Group’s retail sales in Hong Kong and Macau fell 1%* during this Period. The sales performance is far lower-than-expected, particularly in traditional tourist areas where significant sales decline was recorded. During this Period, the total number of transactions recorded a growth of approximately 10%, while weaker purchasing power led to a drop of over 10% in the total average sales per transaction.

* Exclude adjustments according to Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus points scheme.

The Board wishes to remind shareholders and potential investors that the above data are based on the unaudited management accounts of the Group which have not been reviewed or audited by the auditors of the Company.

Shareholders and potential investors of the Company are cautioned not to unduly rely on such data and are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
KWOK Siu Ming Simon
Chairman and chief executive officer

Hong Kong, 7 May 2014

As at the date of this announcement, the directors of the Company are:-

Executive Directors

Dr KWOK Siu Ming Simon, *BBS, JP* (Chairman and chief executive officer)

Dr KWOK LAW Kwai Chun Eleanor, *BBS* (Vice-chairman)

Dr LOOK Guy (Chief financial officer)

Non-Executive Director

Ms LEE Yun Chun Marie-christine

Independent Non-executive Directors

Professor CHAN Yuk Shee, *PhD, SBS, JP*

Dr LEUNG Kwok Fai Thomas, *PhD, BBS, JP*

Ms TAM Wai Chu Maria, *GBS, JP*

Ms KI Man Fung Leonie, *SBS, JP*

Mr TAN Wee Seng