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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 National Day Golden Week 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 National Day Golden Week Holiday from 1 to 7 October 2014 (the "Period").

	<i>National Day Golden Week Holiday (1 to 7 Oct 2014)</i>
<b>Hong Kong and Macau - Retail</b>	
YoY growth in retail sales	Approximately minus 1%*
YoY same store sales growth	Approximately minus 3%*

The Group's retail sales in Hong Kong and Macau recorded a slight decline of approximately 1%\* year-on-year during the Golden Week Period and is lower than the Group's expectation. During the Period, sales to Mainland Chinese tourists remained unchanged as the number of transactions attributable to them increased by over 10% and was offset by a drop of over 10% in their average spending. On the contrary, sales to local customers experienced a drop of approximately 6%\*, mainly attributable to a decrease in traffic as a result of the recent demonstrations in Hong Kong.

The recent demonstrations in Hong Kong have affected certain tourist districts, including Central, Causeway Bay, Mong Kok and Tsim Sha Tsui, where overall sales recorded a significant decline, while most of the remaining districts recorded positive growth. The Group believes that this event will affect our sales to some extent in the next quarter.

\* 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, 8 October 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, *GBM, JP*

Ms KI Man Fung Leonie, *SBS, JP*

Mr TAN Wee Seng