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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 2016

The board of directors of Sa Sa International Holdings Limited (the “Company”) announces the unaudited sales performance of its retail business of the Company and its subsidiaries (the “Group”) for the Labour Day Holiday from 30 April to 2 May 2016 (the “Period”) as compared with that of the corresponding period last year (from 1 to 3 May 2015).

	<i>Labour Day Holiday (30 April to 2 May 2016)</i>
<b>Hong Kong &amp; Macau - Retail</b>	
YoY growth in retail sales	Remained flat
YoY same store sales growth	+1%

Remarks: Figures in the above table include adjustments according to the Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus point scheme.

The Group’s retail sales in Hong Kong and Macau during the three-day Labour Day Holiday 2016 remained flat compared with last year. Sales attributable to Mainland customers recorded a 6% growth mainly driven by the increased transaction volume. However, this increase was offset by the 13% decline in sales to local customers, reflecting the weak local consumption sentiment and increased outbound travel of the locals during long weekend due to the strength of Hong Kong dollar.

The board of directors wishes to remind shareholders and potential investors that the above information are based on the unaudited management accounts of the Group which have not been reviewed nor audited by the auditors of the Company. Sales performance during the period is affected by a series of factors; therefore, the operational information for the period may not be able to reflect the overall performance of a complete reporting period.

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

By order of the board of directors  
Sa Sa International Holdings Limited  
KWOK Siu Ming Simon  
Chairman and chief executive officer

Hong Kong, 4 May 2016

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, BBS, JP*

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

Ms TAM Wai Chu Maria, *GBM, GBS, JP*

Ms KI Man Fung Leonie, *SBS, JP*

Mr TAN Wee Seng