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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 Updates in Hong Kong and Macau over the Chinese New Year Period 2017**

The board of directors of Sa Sa International Holdings Limited (“**Company**”) announces the unaudited sales updates of the retail business of the Company and its subsidiaries (“**Group**”) in Hong Kong and Macau during the Chinese New Year (the “**CNY Period**”) from 28 January to 3 February 2017 <sup>(1)</sup>.

<b>Hong Kong and Macau – Retail</b>	<b>Year-on-Year Change in the CNY Period 2017 <sup>(1)</sup></b>
<b>Retail sales</b>	+3.5%
<b>Same store sales</b>	-1.0%

The Group’s retail sales in Hong Kong and Macau during the CNY Period <sup>(1)</sup> increased by 3.5% compared with last year, mainly due to increase in inbound traffic of mainland tourists; the number of transactions contributed from mainland tourists increased by 10.7%, while their average sales per transaction decreased by 4.6%. Sales to local customers decreased by 3.3%, dragging down the overall increase. According to the Hong Kong Immigration Department, the outbound traffic of Hong Kong residents through the airport increased by 12.9% on a year-on-year basis during the CNY Period.

*Remarks:*

- (1) For the first seven days of 2017 CNY Period (i.e. 28 January to 3 February 2017) as compared to that of the corresponding period last year (i.e. 8 to 14 February 2016).*
- (2) Figures in the above table exclude adjustments according to the Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus point scheme.*

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, 7 February 2017

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***

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

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

Ms KI Man Fung Leonie, *GBS, JP*

Mr TAN Wee Seng