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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 2017

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 29 April to 1 May 2017 (the “Period”) as compared with that of the corresponding period last year (from 30 April to 2 May 2016).

	<i>Labour Day Holiday (29 April to 1 May 2017)</i>
Hong Kong & Macau - Retail	
YoY change in retail sales	+4%
YoY same store sales change	-1%

Remarks: *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 Group’s retail sales in Hong Kong and Macau during the three-day Labour Day Holiday 2017 increased by approximately 4% on a year-on-year basis. Sales attributable to Mainland customers recorded a growth of approximately 4%, mainly driven by the increased transaction volume and average sales per transaction. On a same store basis, sales decreased by approximately 1%, mainly due to reduction in the number of transactions by 4%. Sales to local customers remained flat, reflecting persistent outbound travel of Hong Kong residents 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 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