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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 for the First Two Months of 2018

The board of directors of Sa Sa International Holdings Limited (the “**Company**”) announces the unaudited sales updates of the retail business of the Company and its subsidiaries (the “**Group**”) in Hong Kong and Macau during the first two months of 2018 from 1 January to 28 February 2018.

Hong Kong and Macau – Retail	<i>Year-on-Year Change during the first two months ended 28 February 2018</i>
Retail sales	+14.6%
Same store sales	+11.1%

For the period from 1 January to 28 February 2018, the Group’s retail sales in Hong Kong and Macau increased by 14.6% on a year-on-year basis while same store sales increased by 11.1%. The total number of transactions and the average sales per transaction increased by 9.0% and 5.2% respectively. The overall performance was in line with our expectations. Sales growth was mainly driven by the increase in store traffic and consumers consumption. The number of transactions with local and mainland tourist increased by 6.3% and 12.5% respectively while the average sales per transaction also increased by 4.6% and 3.6% respectively.

Benefitting from the retail market recovery, the Group stays cautiously optimistic about the outlook of Hong Kong and Macau markets and will continue to optimise product offerings and enhance customers’ shopping experience to cater for consumer demand in the fast changing markets.

Remarks:

- (1) *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, 13 March 2018

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

Executive Directors

Dr KWOK Siu Ming Simon, *SBS, JP* (Chairman and Chief Executive Officer)

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

Dr LOOK Guy (Chief Financial Officer)

Non-executive Director

Ms LEE Yun Chun Marie-Christine

Independent non-executive Directors

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

Ms KI Man Fung Leonie, *GBS, JP*

Mr TAN Wee Seng