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## SA SA INTERNATIONAL HOLDINGS LIMITED

莎莎國際控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 178)

### Unaudited Sales Update for the Fourth Quarter ended 31 March 2025

The board of directors of **Sa Sa International Holdings Limited** (the "Company") announces the unaudited sales update of the Company and its subsidiaries (the "Group") for the fourth quarter from 1 January to 31 March 2025 (the "fourth quarter" or the "period").

HK\$ Million	Turnover			YoY change(%)	(%) of Group's turnover	Same-store sales YoY change (%)*
	Offline	Online	Total			
Hong Kong & Macau	722.2	49.6	771.8	-3.6%	79.9%	-4.4%
Mainland China	23.9	65.4	89.3	-40.5%	9.2%	-14.9%
Southeast Asia	80.8	22.3	103.1	+17.3%	10.7%	-4.5%^
Others	-	1.9	1.9	-13.0%	0.2%	-
Total	826.9	139.2	966.1	-7.2%	100.0%	-

\* % calculated in local currency    ^ Refers to Malaysia only

For the fourth quarter from 1 January to 31 March 2025, the Group's turnover was HK\$966.1 million, declining 7.2% year-on-year. Offline sales amounted to HK\$826.9 million, with an improvement in the year-on-year decline from 17.4% and 7.9% in the first half and the third quarter of the financial year respectively, to 4.4% during the period. This was attributed to the continuing recovery of tourist arrivals which contributed positively to the Group's offline sales in the Group's core market of Hong Kong and Macau. Offline sales accounted for 85.6% of the Group's total turnover.

Online sales decreased by 21.0%, totalling HK\$139.2 million. This decline was primarily attributed to the Group's strategic realignment of its online business strategies in Mainland China due to the sluggish economic environment. Conversely, online sales in Hong Kong and Macau exhibited stable growth, while Southeast Asia recorded a 36.5% year-on-year increase, primarily through third-party e-commerce platforms. Online sales accounted for 14.4% of the Group's total turnover.

Note: "Hong Kong" refers to "The Hong Kong Special Administrative Region of China" and "Macau" refers to "The Macau Special Administrative Region of China".

## Number of Retail Stores by Market\*

	As at 31 March 2025	As at 31 December 2024	As at 31 March 2024
Hong Kong and Macau	84	84	82
Mainland China	18	20	32
Southeast Asia	72	71	69
<b>Total</b>	<b>174</b>	<b>175</b>	<b>183</b>

\*The Group's store portfolio changes from time-to-time as leases are due for renewal and re-located in accordance with the Group's overall expansion plans.

## Hong Kong & Macau

Offline Sales	
Three months ended 31 March 2025	YoY% change
Total offline sales	-4.1%
Same-store sales	-4.4%
Average sales per transaction	-2.1%
Total no. of transactions	-1.8%

Benefitting from favourable tourism policies including "Multiple-entry Visa Scheme" of Mainland tourists, the influx of tourists has continued to recover in the Group's core market of Hong Kong and Macau, and contributed positively to the Group's offline sales. During the fourth quarter, turnover in Hong Kong and Macau experienced a slight year-on-year decline of 3.6% to HK\$771.8 million, marking a notable improvement compared to the declines of 20.4%, 16.4% and 8.1% in the first three quarters respectively.

The Group believes that the positive impact of these measures to the tourism and retail industries in Hong Kong and Macau will take time to emerge. Moreover, the ongoing trend of Hong Kong residents tripping north to Mainland China and abroad, coupled with the persistently strong US dollar, may lead to a decrease in spending in Hong Kong and Macau by tourists, potentially diminishing the actual benefits brought by these policies.

The Group remains dedicated to sourcing trending products aligning with market needs and optimising our product portfolio. Introducing sought-after items such as inner beauty products and beauty equipment could attract traffic and increase customer spending. Following the implementation of the "Multiple-entry Visa Scheme" in our core markets, Hong Kong and Macau, with the expectation of tourism bloom, the Group will expand and optimise its store network, given that the rental terms are reasonable and cost-effective.

## Mainland China

Due to the sluggish economy and sentiment in the Mainland Chinese market, the Group plans to restructure its business layout and adjust offline operating model. As part of this initiative, the Group will be closing 18 physical stores and transitioning to supplying designated Sa Sa brand products to partners in Mainland China, thereby ensuring continuous service to our customers in the region. The Group believes that the adoption of an asset-light operating model will reduce operating costs and enhance economic efficiency. It is anticipated that this approach will enable coverage of over 20 beauty retail outlets across Mainland China by the financial year 2025/26.

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During the period, offline sales in Mainland China decreased 41.0% year-on-year to HK\$23.9 million, leading to a total sales decrease of 40.5% to HK\$89.3 million. Offline stores reduced by 14 compared to the same period last year, and there were two fewer stores compared to the previous quarter. Online sales accounted for 73.2% of total sales in the region, while it was 82.7% in the first half of the financial year, maintaining a similar level. The Group will enhance its online business in response to the changes in the local consumer market, aiming to maintain a low return rate and ensure stable development.

The Group will invest in strengthening promotion on popular social media platforms and digital channels, with influencers to promote and increase brand awareness, and credibility among target consumers. The Group will continue to leverage WeChat mini-programme, enabling Sa Sa's beauty consultants to connect with customers who have returned to Mainland China from Hong Kong and Macau, allowing them to shop and purchase online.

### **Southeast Asia**

The Group's total sales in Southeast Asia was HK\$103.1 million, in which offline sales recorded a year-on-year growth of 12.9% to HK\$80.8 million, representing 78.4% of the total sales in this region; while online sales contributed HK\$22.3 million with a year-on-year growth of 36.5%.

The Group will regularly assess the business performance in Southeast Asian market to make timely adjustments to locations and the number of physical outlets. During the period, the Group net increased one store in Southeast Asia to fulfill local market needs.

**The board of directors wishes to remind shareholders and potential investors that the above information is 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 Group's overall performance in 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, 25 April 2025

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)

Ms KWOK Sze Wai Melody, *MH, JP*

Ms KWOK Sea Nga Kitty

#### **Independent non-executive Directors**

Ms KI Man Fung Leonie, *GBS, SBS, JP*

Mr TAN Wee Seng

Mr CHAN Hiu Fung Nicholas, *BBS, MH, JP*

Ms LEE Yun Chun Marie-Christine

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