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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)

Voluntary Announcement Increase in Shareholding in the Company by Directors

This announcement is made by Sa Sa International Holdings Limited (“**Sa Sa International**” or the “**Company**”), together with its subsidiaries collectively (the “**Group**”) on a voluntary basis.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company was recently informed by Dr KWOK Siu Ming Simon, Executive Director, Chairman and Chief Executive Officer, Dr KWOK LAW Kwai Chun Eleanor, Executive Director and Vice Chairman, and Mr CHUNG Ming Kit, Executive Director, Chief Financial Officer and Company Secretary (collectively, the “**Management**”), that the Management acquired an aggregate of 3,000,000 ordinary shares of the Company (the “**Shares**”) from the open market during the period from 25 June 2025 to 26 June 2025 with their own funds respectively (the “**Increase in Shareholding**”).

Among these, 2,000,000 Shares was acquired by Sunrise Height Incorporated which is jointly owned by Dr KWOK Siu Ming Simon and Dr KWOK LAW Kwai Chun Eleanor, and they will continue to increase their shareholding, while Mr Chung Ming Kit acquired 1,000,000 Shares. As advised by the Management, the Increase in Shareholding reflects their full confidence in the prospects of the Group’s business and outlook.

In terms of offline business, the Group will continue to look for suitable locations in Hong Kong & Macau as well as Southeast Asia for offline expansion to enhance shopping experience at Sa Sa. In terms of online business, given online sales in the Mainland China accounted for more than 80% of total turnover in that region during financial year 2024/25, the Group will continue to enhance the profitability and gross profit margin of online sales.

The Group reiterates its key business strategy priorities and remains confident about its outlook.

Note: “Hong Kong & Macau” refers to “The Hong Kong Special Administrative Region of China and The Macau Special Administrative Region of China”.

According to the information available to the Company and to the knowledge of the Board, the Company has continuously maintained sufficient public float of the Shares in issue in compliance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited after the Increase in Shareholding and as at the date of this announcement.

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, 26 June 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

Mr CHUNG Ming Kit (*Chief Financial Officer and Company Secretary*)

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