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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)**

## **Share Purchase Plan for an Aggregate Amount of Not Exceeding HK\$20 Million**

This announcement is made by Sa Sa International Holdings Limited (the “**Company**”) together with its subsidiaries collectively, pursuant to the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The Board of Directors of the Company (the “**Board**”) resolved to approve a share purchase plan (the “**Share Purchase Plan**”) on 8 July 2025, pursuant to which the Company will, subject to market conditions, (1) buy back ordinary shares of the Company (the “**Shares**”) from the open market, and (2) under the share award scheme adopted by the Company on 11 April 2014 (the “**Share Award Scheme**”), instruct the trustee responsible for administering the share award scheme to purchase Shares from the open market, for an aggregate consideration of not exceeding HK\$20 million (the “**Share Purchase Amount**”) over the next 12 months. The Board will review from time to time and determine at its sole discretion how the Share Purchase Amount will be allocated between the buyback of Shares and the purchase of award shares.

The Board has noted the recent volatility in the price of the shares of the Company and considered the value of the Company is currently grossly underestimated. The Board has decided to adopt the Share Purchase Plan in order to boost investors’ confidence and enhance shareholders’ return as soon as possible.

The Board considers that the implementation of the Share Purchase Plan is in the best interests of the Company and its shareholders as a whole. The share purchase, in the circumstances, demonstrates the Company’s confidence in its business outlook and prospects and will ultimately benefit the Company and create value for its shareholders. The Board is of the view that the Company has sufficient financial resources to implement the Share Purchase Plan and at the same time maintain a healthy financial position.

**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  
**Sa Sa International Holdings Limited**  
**KWOK Siu Ming Simon**  
*Chairman and Chief Executive Officer*

Hong Kong, 8 July 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