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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)

Positive Profit Alert

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, the Laws of Hong Kong).

The board of directors of Sa Sa International Holdings Limited (the “**Company**”) announces that based on its preliminary assessment of the unaudited consolidated management accounts of the Company and its subsidiaries (the “**Group**”), the Group expects to record a profit attributable to owners of the Company of approximately HK\$48.5 million to HK\$50.5 million for the six months ended 30 September 2025, with an year-on-year increase of 50%-56%, as compared with a profit attributable to owners of the Company of HK\$32.4 million for the six months ended 30 September 2024.

The profit attributable to owners of the Company has shown a substantial rise, principally attributable to:

- (i) The continued growth of tourist arrivals in the Group’s core markets, the Hong Kong and Macau Special Administrative Regions (“**Hong Kong and Macau**”), resulting in improved local footfall;
- (ii) An increase in the number of transactions and sales in Hong Kong and Macau, driven by the Group’s targeted marketing strategies and shopping incentives to attract customer traffic and stimulate consumer sentiment; and
- (iii) In response to the evolving retail format in Chinese Mainland, the Group has closed physical stores in the region. The strategic focus on developing its local online business has enhanced the Group’s profitability.

The information contained in this announcement is a preliminary assessment by the board of directors of the Company based on information currently available, including the unaudited consolidated management accounts of the Group for the six months ended 30 September 2025, which have not been reviewed or audited by the auditors of the Company, or reviewed by the audit committee of the Company. The interim results announcement for the six months ended 30 September 2025 will be published before 30 November 2025.

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, 3 November 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)

Mrs CHAN 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