making life beautiful

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 First Quarter ended 30 June 2026

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 first quarter from 1 April to 30 June 2026 (the "**First Quarter**" or the "**Period**").

The Group's Continuing Operations

Turnover (HK$ Million)	First quarter of financial year 2026/27	First quarter of financial year 2025/26	YoY change (%)
Offline Business			
Hong Kong & Macao	900.5	687.4	+31.0%
Southeast Asia	91.7	79.7	+15.1%
	992.2	***767.1***	***+29.3%***
Online Business			
B2B	43.3	78.6	-44.9%
B2C	143.8	114.1	+26.1%
	187.1	***192.7***	***-2.9%***
Total Turnover	**1,179.3**	**959.8**	**+22.9%**

Note: "Hong Kong" refers to "The Hong Kong Special Administrative Region of the People's Republic of China" and "Macao" refers to "The Macao Special Administrative Region of the People's Republic of China".

The Group continued its upward momentum achieved in the previous financial year, recording total turnover of HK$1,179.3 million for the First Quarter of the 2026/27 financial year, representing a year-on-year increase of 22.9% with sustained improvement in profitability.

The Group delivered satisfactory growth in offline operations, with total offline sales of the Group amounting to HK$992.2 million, up 29.3% year-on-year. In particular, offline sales in Hong Kong and Macao recorded a year-on-year increase of 31.0%. By driving beauty trends, introducing market-favoured brands and leveraging omni-channel promotions, the Group achieved comprehensive growth in offline sales, same-store sales, average sales per transaction, total number of transactions and number of items per transaction in Hong Kong and Macao, notably, same-store sales recorded a significant year-on-year growth of 30.1%. Offline sales in Southeast Asia rose by 15.1% year-on-year, with positive year-on-year growth also recorded in local currency.

As at 30 June 2026, the Group operated 160 offline stores, and plans to open six to seven new stores in Hong Kong during the first half of the financial year to meet consumer demand.

Total online sales of the Group was HK$187.1 million, representing a year-on-year decrease of 2.9%. This was primarily attributable to the Group's strategic reduction in lower-margin bulk B2B orders to reserve inventory for higher-margin and growing offline retail and B2C online orders, thereby driving a continued improvement in the profitability of its online operations.

Number of Offline Stores by Market* (Continuing Operations)

	As at 30 June 2026	As at 31 March 2026	As at 30 June 2025
Hong Kong & Macao	**87**	85	85
Southeast Asia	**73**	75	72
Total	**160**	160	157

* 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.

As at 30 June 2026, the Group operated a total of 160 stores, of which 87 were located in Hong Kong and Macao, including a beauty flagship store at MPM Plaza in Mong Kok — expanded in May 2026 to a substantial total gross floor area of 12,000 square feet — and a new branch at Pacific Mansion in Tsim Sha Tsui, which opened in June 2026.

The board of directors wishes to remind shareholders and potential investors of the Company 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, 8 July 2026

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
Prof The Hon CHAN Hiu Fung Nicholas, *BBS, MH, JP*
Ms LEE Yun Chun Marie-Christine