

# INVESTOR RELATIONS REPORT

## Enhance Transparency and Provide Shareholders with a Fair Account of the Group's Affairs to Enable Them to Make Informed Decisions

"A Brand is successful not by its own words, but by the words and actions of its customers, and the same is true for Corporates and Investor Relations."

We believe an effective communication strategy is essential to enhance transparency and provide individuals and institutions (collectively named as "Shareholders") with a fair account of the Group's affairs and enable them to make informed decisions. In so doing the Group seeks to gain the Shareholders recognition and understanding of our approach, and appreciation for the transparency with which the Group acts, maintaining our reputation in the market.

The Group strives to maintain a timely, transparent, and accurate information delivery and communication process on a non-exclusionary basis. We endeavour to ensure that all information published is factual and presented in a clear and balanced manner, disclosing both positive and negative information objectively, so that the investment community can make informed investment decisions. Immersing in two-way communication between the Group and the Shareholders, the Group can explore new thoughts and ideas to continuously improve our process and deliverables.

The Group welcomes change and adapts to the changing environment and needs. To facilitate communication with the Shareholders, the Group adopts digital investor relations practices to improve communication efficiency, user experience and lessen its environmental impact.

In addition, the Group is committed to continuous improvement of its environmental, social and governance ("ESG") strategy and execution on a systematic basis and has enriched its ESG disclosure through various communication channels. Starting from last year the Group has engaged an independent third party to provide reasonable assurance in respect of its ESG disclosures, and its report can be found on page 88 to 131.

The Board reviews the corporate and Shareholder communications policy annually and is satisfied with its effectiveness to ensure prompt dissemination of corporate communications to enable Shareholders and other stakeholders to keep abreast of the Group's business and development.

**Mr Danny HO**  
Executive Director and Chief Financial Officer

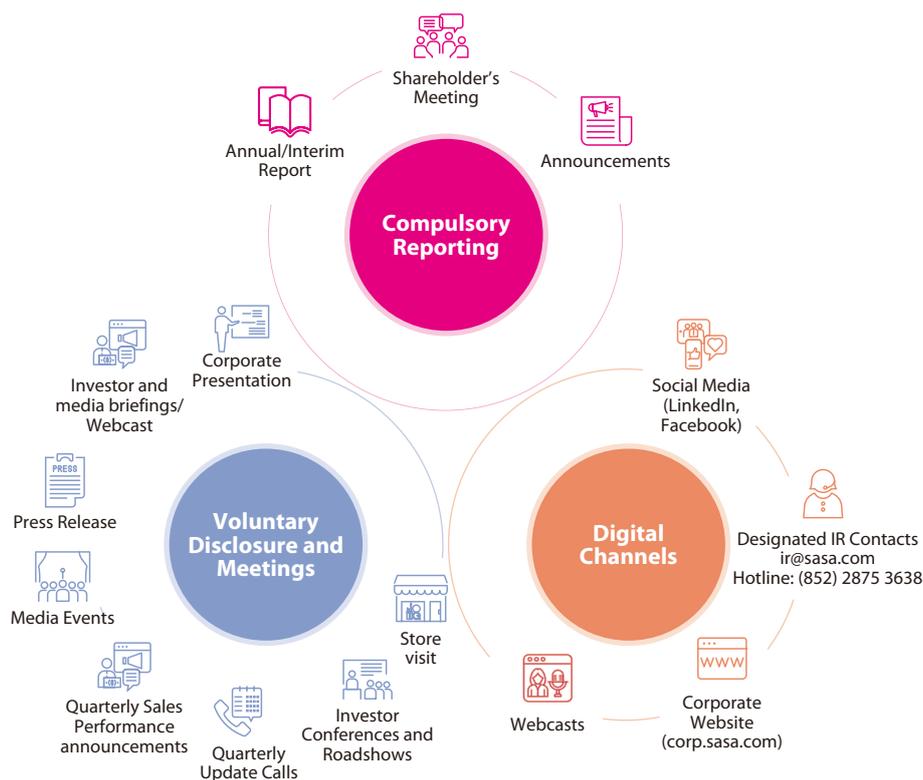




## 1. Shareholders' Communication Policy

To facilitate effective and systematic communications with Shareholders and to attain a higher standard of investor relations practices, the Board approved and adopted the "Shareholders' Communication Policy" on 19 March 2012, setting out the aims and practices of the Company to engage in two-way communication with Shareholders and the investment community. The Policy is available on the Company's website for public reference.

## 2. Communication Platforms



### Multiple Channels of Communication

## 3. Digital IR

We continue to upgrade our investor relations activities to encompass more communication channels and to encompass digital. Embracing an open "physical x online" approach, we aim to maintain a high level of transparency and effective real-time communication with investors worldwide, irrespective of geographical or weather constraints. During key events such as interim and annual announcements, the Group uploads recorded videos to the corporate website for stakeholders to stay updated on the latest company developments.

Regarding information disclosure, the group actively leverages online and social media channels to digitally communicate with investors. This includes providing QR codes to investors during analyst presentations, allowing them to access company presentations on electronic devices and reducing paper waste. These convenient and paperless measures will continue to be implemented, paving the way for more sustainable and efficient investor communication strategies.

## Investor Relations Activities

The Group understands the importance of transparency in our investor communications programme. Our corresponding strategies seek to provide transparency on latest developments and their impact on the Group's performance and this is a key focus in our core communications materials, including financial reports, announcements, press releases and social media posts. We ensure the ongoing impact of macro-environment on the Group's operations and financials is effectively communicated in a timely and transparent manner at each and every investor meeting or event, for example, how the Group was reacting to a re-opening of the boundaries between Hong Kong and Macau with Mainland China.

## Roadshow and Conference

Q1 Apr - Jun	Q2 Jul - Sept	Q3 Oct - Dec	Q4 Jan - Mar	FY2023/24
<b>Result Announcement</b> Organiser: Sa Sa Annual Results Investor Presentation (Hybrid)	<b>Q1 Sales Update</b> Organiser: CICC (Online)	<b>Result Announcement</b> Organiser: Sa Sa Interim Results Investor Presentation (Hybrid)	<b>Investor presentation</b> Organiser: CITI (Online)	
<b>Result Announcement</b> Organiser: Point 72 Asset Management (Offline)	<b>Q1 Sales Update</b> Organiser: eFund (Online)	<b>Q2 Sales Update</b> Organiser: Point 72 Asset Management (Online)	<b>Sales update</b> Organiser: Jefferies (Online)	
<b>Result Announcement</b> Organiser: Shorea Fund (Online)	<b>Q1 Sales Update</b> Organiser: Zhonggeng (Offline)	<b>Q2 Sales Update</b> Organiser: DBS (Online)	<b>Corporate Day</b> Organiser: CGS-CIMB (Online)	
<b>Result Announcement</b> Organiser: Chartwell Capital (Online)	<b>Store Visit and business update</b> Organiser: Jefferies (Offline)		<b>Investor presentation</b> Organiser: Marubeni (Offline)	
	<b>Investor presentation</b> Organiser: Sumitomo (Offline)		<b>Business update</b> Organiser: Jefferies (Online)	
	<b>Investor presentation</b> Organiser: Templeton (Offline)		<b>Investor presentation</b> Organiser: Truffle Hound (Offline)	
	<b>Investor presentation</b> Organiser: Guoyuan (Offline)		<b>Investor presentation</b> Organiser: Parkway Asia (Online)	
			<b>Investor presentation</b> Organiser: Orient Capital (Offline)	
			<b>Investor presentation</b> Organiser: Barrow Hanley (Offline)	
			<b>Business Update</b> Organiser: Chartwell Capital (Online)	
			<b>Jefferies 5th Asia Forum</b> Organiser: Jefferies (Offline)	
			<b>Investor presentation</b> Organiser: Marathon Asset (Offline)	
			<b>Investor presentation</b> Organiser: Janchor Partners (Offline)	

## Information for Shareholders

### Shareholders' Meetings

Shareholders' meetings are held to ensure Shareholders can participate in or appoint proxies to hear from and put questions to Directors regarding the Group's performance, and to vote for resolutions as set out in the AGM Notice. These are proposed at the AGM for consideration and, where appropriate, approval by the Shareholders. The last Shareholders' meeting was the AGM held at Training Room 1, 8/F, Block B, MP Industrial Centre, 18 Ka Yip Street, Chai Wan, Hong Kong on 24 August 2023. Particulars of the major items considered at the AGM are set out in the circular dated 18 July 2023. All proposed ordinary resolutions were passed by way of poll voting at the AGM. The 2024 AGM will be held at Training Room 1, 8/F, Block B, MP Industrial Centre, 18 Ka Yip Street, Chai Wan, Hong Kong on 22 August 2024 (Thursday) at 12:30 p.m.



## Shareholders' Rights

Shareholders can make a request to convene a general meeting on the written requisition of any two or more Shareholders or on the written requisition of any one Shareholder that is a registered clearing house, provided that such requisitions held as at the date of deposit of the requisition are not less than one-tenth of the paid-up capital of the Company. Such percentage of requisitions carries the right of voting at general meetings of the Company, according to the procedures as set out in "How Shareholders Can Convene an Extraordinary General Meeting", which is available on the Company's website for public reference.

Shareholders also have the opportunity to put enquiries to the Board at any general meetings held by the Company. Enquiries may also be made at any time by email to Investor Relations at [ir@sasa.com](mailto:ir@sasa.com) or by writing to 8th Floor, Block B, MP Industrial Centre, 18 Ka Yip Street, Chai Wan, Hong Kong.

Towards the end of each general meeting held by the Company, there are opportunities for Shareholders to raise questions or put forward proposals. Shareholders may also contact Investor Relations at [ir@sasa.com](mailto:ir@sasa.com) or by writing to the same address mentioned above if they have proposals they would like the Company to consider at any other time. Shareholders who wish to propose a formal resolution for consideration at the Shareholders' meeting should convene an Extraordinary General Meeting by following the procedures mentioned in the first paragraph of this section.

## Shareholder Information

### Financial Calendar

FY2023/24 interim results announcement	17 November 2023
FY2023/24 annual results announcement	20 June 2024
For determining shareholders' eligibility to attend and vote at AGM Closure of register of members	19–22 August 2024 (both days inclusive)
Record Date for eligibility to attend and vote at AGM	22 August 2024
Annual General Meeting	22 August 2024
FY2024/25 interim results announcement	Mid to late November 2024

### Share Listing

First listed on the Stock Exchange of Hong Kong	13 June 1997
---	--------------

### Listing and Stock Codes

<b>Ordinary Shares</b>	
The Stock Exchange of Hong Kong	178
Bloomberg	178 HK Equity
Reuters	0178.HK
ADR Level 1 Programme	SAXJY

### Stock Information

Board lot	2,000 shares
Nominal value per share	HK\$0.1
Number of ordinary shares issued as at 31 March 2024	3,103,189,458
Public float as at 31 March 2024	Approximately 35.8%

Share Performance

Market Capitalisation

Share Performance	FY2023/24	FY2022/23	As at 31 March	Market Capitalisation HK\$ Billion
Closing price as at 31 March (HK\$ per share)	0.83	1.84	2024	2.6
Highest price (HK\$ per share)	1.96	2.15	2023	5.7
Lowest price (HK\$ per share)	0.78	0.84	2022	4.3
Average daily trading volume (million shares)	3.1	6.3	2021	5.5
Average daily trading amount (HK\$ million)	4.0	10.1	2020	3.6

Dividend History

The Group will strive to maintain a consistently high dividend payout policy whenever profitable, taking into consideration the Group's high return on equity, development plans and cash flow. The decision of the Board also takes into account any special circumstances.

Dividend Per Share (HK cents)

Financial Year	Basic Interim	Basic Final	Special Interim	Special Final	Total	Dividend Yield (%)	Dividend Payout Ratio
2023/24	–	5.0	–	–	5.0	6.0	70.9%
2022/23	–	–	–	–	–	–	–
2021/22	–	–	–	–	–	–	–
2020/21	–	–	–	–	–	–	–
2019/20	–	–	–	–	–	–	–

Investor Relations Enquiries and Communications

For enquiries regarding investor relations or corporate information, please contact:

Corporate Communications and Investor Relations Department  
 Sa Sa International Holdings Limited  
 8th Floor, Block B, MP Industrial Centre, 18 K a Yip Street,  
 Chai Wan, Hong Kong  
 Investor relations hotline: (852) 2975 3638  
 Fax: (852) 2595 0797  
 Email: ir@sasa.com

Shareholders Service and Enquiries

For enquiries about your shareholding including change of name or address, transfer of shares, loss of share certificates or dividend cheques, registrations and requests for annual/interim report copies, please contact the Company's branch share registrar and transfer office:

Tricor Abacus Limited  
 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong  
 Tel: (852) 2980 1333  
 Fax: (852) 2810 8185  
 Email: is-enquiries@hk.tricorglobal.com  
 Website: www.tricoris.com

Shareholders can manage their shareholding online by creating an online Member Account with Tricor Investor Services Centre or use their online Holding Enquiry Services to enquire about holding details, such as company and personal particulars as well as share balances. For details, please visit www.tricoris.com.