

INVESTOR RELATIONS REPORT



Sharing Timely and Accurate Corporate Information to Enhance Transparency

In this ever-evolving information age, the Group is committed to engaging in timely and effective communication with both individual and institutional shareholders (collectively named as “shareholders”), fostering a two-way, long-term, and sustainable relationship. Through enhancing corporate transparency, we enable shareholders to make informed investment decisions, while timely and close two-way communication will ensure our business strategies aligning with the long-term interests of investors.

Sa Sa’s investor relations team is committed to delivering accurate information to the capital markets in a timely, non-exclusive and high transparency manner. In addition to fulfilling mandatory reporting requirements for listed companies, such as annual results announcement and shareholder meetings, we also leverage various media channels, enhance digital applications and explore various modes of corporate communication and interaction, including quarterly performance announcements, social media updates, press releases, conference calls, and webcasts.

The Group places great importance on the quality of investor meetings. The investor relations team ensures that all published information is accurate and queries from shareholders regarding the industry and the company are addressed clearly and objectively, conveying a complete corporate story and message. Through two-way communication with shareholders, the Group continuously reviews its business status and explores new thoughts and ideas, aligning our business strategy with the long-term interests of investors.

Furthermore, the Group integrates the sustainable development principles of ESG (Environmental, Social, and Governance), promoting collaborative efforts among stakeholders, including shareholders and investors, to promote a “sustainable beautiful life”. We are dedicated to continuously improving our ESG strategies and execution, disclosing the Group’s achievements and contributions in this area through various communication channels. An independent third party has been engaged to conduct reasonable assurance on the ESG report, which can be referenced on pages 48 to 92.

The Board reviews the corporate and shareholder communication policies annually to ensure the timeliness and effectiveness of corporate messaging, enabling shareholders and other stakeholders to fully understand the Group’s business and development status. The Board is satisfied with the effectiveness of these policies.

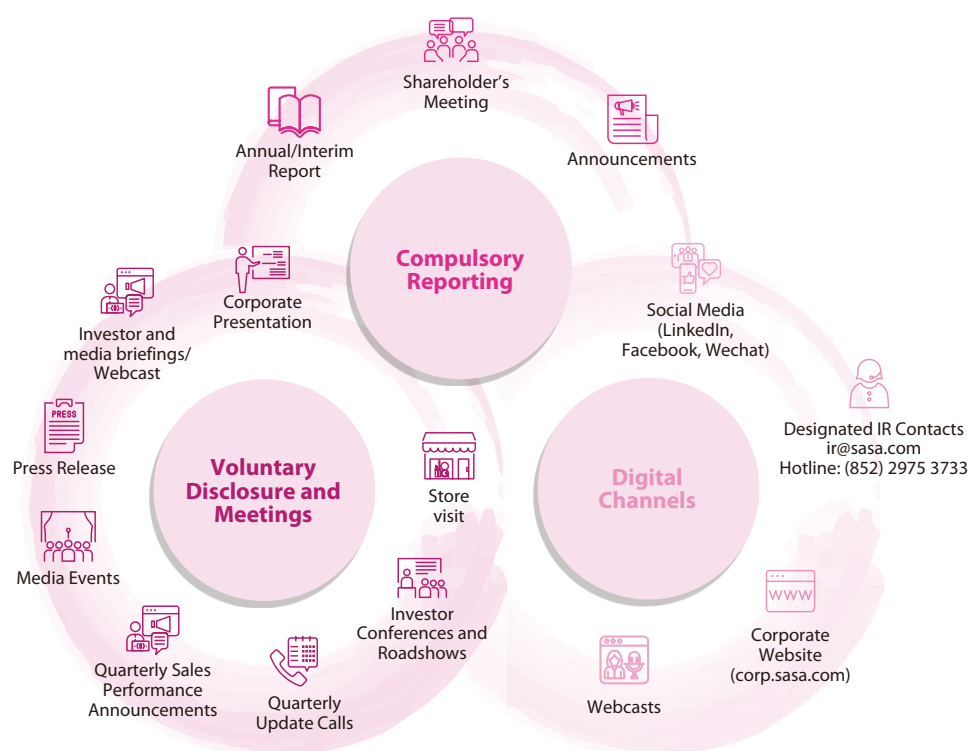
Mr David CHUNG

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

Our corresponding strategies aim to provide transparency on the latest market developments and their impact on the Group's performance and this is a key focus in our core communication materials, including financial reports, announcements, press releases and social media posts. The Group ensures the changes in the retail sector post-pandemic, the differences in consumer habits of Mainland tourists to Hong Kong and Macau, the Group's response measures, and relevant policies influencing the tourism and consumption industries are communicated effectively in every investor meeting or event, in a timely and transparent manner. Furthermore, the Group outlines how these factors will affect its operations and financial performance.

Roadshow and Conference

Q1	Q2	Q3	Q4	
Apr–Jun	Jul–Sept	Oct–Dec	Jan–Mar	FY2024/25
Sales Update <i>Organiser: DBS (Online)</i> <i>Organiser: Point 72 (Offline)</i> <i>Organiser: Wideview Asset Management (Offline)</i>	Q1 Sales Update <i>Organiser: Parkway Asia (Online)</i> <i>Organiser: DBS (Online)</i> <i>Organiser: CMBC (Offline)</i> <i>Organiser: ICBC (Offline)</i> <i>Organiser: Jefferies (Offline)</i> <i>Organiser: Guoyuan (Offline)</i> <i>Organiser: Point 72 Asset Management (Offline)</i> <i>Organiser: Tritree Capital (Offline)</i>	Result Announcement <i>Organiser: Citi (Offline)</i> Q2 Sales Update <i>Organiser: DBS (Online)</i> <i>Organiser: DBS (Offline)</i> <i>Organiser: Sa Sa Interim Results Investor Presentation (Hybrid)</i> <i>Organiser: American Century (Offline)</i>	Q3 Sales Update <i>Organiser: DBS (Online)</i> Jefferies 6th Asia Forum <i>Organiser: Jefferies (Offline)</i>	

Information for Shareholder

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 22 August 2024 (Thursday) at 12:30 p.m. Particulars of the major items considered at the AGM are set out in the circular dated 19 July 2024. All proposed ordinary resolutions were passed by way of poll voting at the AGM. The 2025 AGM will be held at Training Room 1, 8/F, Block B, MP Industrial Centre, 18 Ka Yip Street, Chai Wan, Hong Kong on 21 August 2025 (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.

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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 or by writing to 8/F, Block B, MP Industrial Centre, 18 Ka Yip Street, Chai Wan, Hong Kong 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. Enquiries may also be made at any time via the captioned methods.

Shareholder Information

Financial Calendar

FY2024/25 interim results announcement	14 November 2024
FY2024/25 annual results announcement	19 June 2025
For determining shareholders' eligibility to attend and vote at AGM Closure of register of members	18–21 August 2025 (both days inclusive)
Record Date for eligibility to attend and vote at AGM	21 August 2025
Annual General Meeting	21 August 2025
FY2025/26 interim results announcement	Mid to late November 2025

Share Listing

First listed on the Stock Exchange of Hong Kong	13 June 1997
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Listing and Stock Codes

Ordinary Shares

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 2025	3,103,189,458
Public float as at 31 March 2025	Approximately 35.8%

Share Performance

Share Performance	FY2024/25	FY2023/24
Closing price as at 31 March (HK\$ per share)	0.62	0.83
Highest price (HK\$ per share)	0.93	1.96
Lowest price (HK\$ per share)	0.60	0.78
Average daily trading volume (million shares)	3.3	3.1
Average daily trading amount (HK\$ million)	2.4	4.0

Market Capitalisation

As at 31 March	Market Capitalisation HK\$ Billion
2025	1.9
2024	2.6
2023	5.7
2022	4.3
2021	5.5



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
2024/25	0.75	1.7	—	—	2.45	3.9%	70%*
2023/24	—	5.0	—	—	5.0	6.0%	71%
2022/23	—	—	—	—	—	—	—
2021/22	—	—	—	—	—	—	—
2020/21	—	—	—	—	—	—	—

* Taking core profit for the Year HK\$107.0 million to calculate dividend payout ratio.

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 Ka Yip Street,
 Chai Wan, Hong Kong
 Investor relations hotline: (852) 2975 3733
 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 Investor Services 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.

