

Investor Relations Report

投資者關係報告

Effective and Two-way Communications

The Group is committed to fostering productive and long-term relationships with shareholders, individuals and institutions (collectively named as “Shareholders”) and the investment community at large, through effective two-way communication channels.

Sa Sa’s communication strategy is to ensure that information about and from Sa Sa is delivered on a timely, transparent and non-exclusionary basis. The Group strives to be responsive to the enquiries of the investment community by being easily accessible and responding in a timely manner. Sa Sa endeavours to ensure that all information published on multiple platforms is factual and presented in a clear and balanced manner, objectively disclosing both positive and negative information, so that the investment community can make informed investment decisions.

The Group communicates with the investment community and allows them to understand the business and strategies, and shares the Group’s views on the outlook through multiple channels and platforms. The Group believes that one of the competencies of investor relations is enhancing two-way communications, therefore, the Group carries out constructive communications with investors and analysts in a timely manner, and passes on analysis and opinions collected from investors and analysts to the management and the Board. Not only does this help strengthen the Group, provides the management and the Board multiple perspectives for understanding the market, takes investors’ opinions into consideration, it also helps formulate the investor relations plan and improve the investor relations practice on an on-going basis. The Group also aspires to adopt digital investor relations practice to improve communication efficiency, user experience and lessen environmental impact. In addition, the Group is committed to continuous improvement of our environmental, social and governance (“ESG”) strategy and execution on a systematic basis and start to enrich the ESG disclosure through various communication channels.

Building the Communication Platform with Environmental-friendly Elements

We are committed to systematically and continuously improving the Group’s ESG strategy and execution. In terms of communication, in addition to communicating our ESG performance to investors and other stakeholders through traditional methods such as annual reports and company websites, we are actively adding ESG information to different channels. This move aims at helping investors understand our ESG strategy and execution more clearly, as well as its role in the sustainable development of the business, and increase the value of the Group’s investment in ESG. The Group also sends information through emails to all those who request to be added to the Group’s database. Any person who wishes to be added to this database can do so by sending an email to ir@sasa.com.

有效的雙向溝通

集團致力透過有效雙向溝通渠道，與個人及機構股東（統稱「股東」）及整體投資界建立良好而長遠的關係。

莎莎的溝通策略是要確保有關及來自莎莎的資料可及時、透明及非獨家地發佈。集團致力為股東及投資界提供便捷的溝通途徑。集團會盡力確保所公佈的全部資料均為真實無誤並清晰平衡地呈列，客觀披露正面及負面資料，使投資界可於知情的情況下作出投資決定。

集團善用不同渠道和平台與投資界溝通，讓他們瞭解集團的業務和策略，向他們闡述公司向公眾披露的最新資料，及分享集團對未來發展的看法。集團相信投資者關係的職能是秉持雙向溝通，因此不時與投資者及分析員進行有建設性的溝通，從而收集他們的分析和意見，並向管理層及董事會反饋。此舉不但有助集團提升自身實力，讓管理層及董事會以多方思維了解市場前景，參考投資者的意見，同時有助制訂集團的投資者關係計劃及持續改善集團的投資者關係實務常規。集團亦致力透過投資者關係之數碼化應用去加強日常溝通、效率及用戶體驗，以及減少對環境之影響。除此之外，集團有系統地持續改善環境，社會及管治（「ESG」）的策略和執行，並通過不同溝通渠道豐富ESG的披露。

建立具環保元素的溝通平台

我們致力有系統地持續改善集團的ESG策略和執行。在溝通方面，除了通過年度報告和公司網站等傳統方式向投資者和其他有權益關係者傳達我們的ESG表現外，我們積極在不同的溝通渠道加入ESG的資訊。此舉旨在協助投資者更清晰地了解我們的ESG策略和執行，以及其於可持續發展業務的角色，增加集團在ESG方面的投資價值。集團亦通過電子郵件向要求加入集團聯繫資料庫的全部人士發送資料。任何人士如欲加入該資料庫均可發送電郵至 ir@sasa.com。

Digital IR

Ever since the outbreak of COVID 19, physical investor relations communication work has not been carried out as usual. Therefore, the Group has accelerated the development of digital investor relations and has never stopped communicating with investors in a timely manner. Virtual meetings and live webcasts have been arranged to replace traditional face-to-face interactions with both local and overseas investors, and these have proved successful in maintaining investor engagement regardless of geographical limits. The use of online and social media channels has also been growing as a means of information disclosure, including further digitalising our information access with investors to reduce waste. For instance, QR codes are provided for investors to view presentation materials by electronic device during analyst briefings. Such convenient and paperless options will continue to be promoted. The upgrading of the Company's website is in progress, this will present a more user-friendly and interactive interface to investors upon completion. These measures could effectively enhance the close communication between the Group and investors, meanwhile it could help plan more efficient strategies for effective communications.

Investor Relations Activities

Under the "new normal" being brought by the impact of the COVID-19 pandemic, we have been actively participating virtual conferences and roadshows in addition to virtual meetings and conference calls. For the annual results announcement this June, we hosted media conference and investor presentation via online webcasts instead of physical events in order to avoid the risk of spreading the COVID-19 virus. Meanwhile, hybrid model was implemented for Annual General Meetings ("AGM"), enabling shareholders to participate without physical presence. At the same time, we have arranged an online Q&A session to maintain communication between us and shareholders, which can reduce on-site gatherings and provide another way for shareholders who cannot attend the meeting in person.

In order to maintain high transparency, the Group's strategy for responding to the pandemic has become the focus of our communication materials. In addition to arranging special meetings at the beginning of the outbreak to deal with COVID-19, we also ensure that in every investor meeting or event, we promptly, transparently and effectively communicate the continuing impact of the epidemic on the Group's operations and finance.

Analysis of Investor Relations Activities

> 170

Analysts, fund managers and institutional investors
分析員、基金經理及機構投資者

> 35

Investor meetings (teleconference/online meeting)
投資者會議
(電話會議/線上會議)

10

Analysts covering Sa Sa
分析員將莎莎列為分析對象

24

Research reports with Sa Sa as analysis objects
以莎莎為分析對象的研究報告

投資者關係數碼化

自新冠肺炎疫情以來，實體的投資者關係溝通工作無法如常展開，集團因此加快投資者關係數碼化的發展，並從未停止與投資者的適時溝通。集團期內維持與本地及海外投資者線上環境溝通，透過線上會議和視像直播取代傳統面對面的互動，在不受地域限制的情況下保持具高透明度及有效的聯繫。在信息披露方面，莎莎積極使用線上及社交媒體渠道，以數碼方式向投資者傳遞訊息，包括於分析員發佈會期間向投資者提供二維碼，以電子產品查閱簡報資料，以減少浪費，而此等便利與無紙化的措施將繼續實施。公司網站正進行更新，完成後將為投資者提供更方便使用和互動性的功能。這些舉措不但能有效維持集團與投資者的緊密聯繫，更有助規劃與投資者高效率溝通的方針。

投資者關係活動

在新冠肺炎疫情影響的「新常態」下，除了線上會議和電話會議外，我們亦積極參與金融機構組織的線上研討會及路演，以確保與投資者及時有效地溝通。至於今年6月的年度業績公佈，我們亦通過線上網絡廣播進行媒體發佈會及與投資者交流，以取代面對面活動，避免傳播新冠肺炎病毒的風險。另外，我們持續使用混合模式進行股東週年大會，讓股東毋須親自出席亦可參與其中。同時，我們安排線上問答環節，以維持我們與股東之間的溝通，既可減少現場聚眾，亦可為無法親自出席會議的股東提供了另一種參與方式。

為了維持高透明度，集團的應對疫情的策略已成為我們溝通材料的重點。除了在疫情爆發之初安排特別會議以應對新冠肺炎的影響外，我們還確保在每一次投資者會議或活動中，及時、透明及有效地傳達疫情對集團營運和財務持續的影響。

投資者關係活動分析

Roadshow and Conference

路演及研討會

FY2021/22 2021/22財政年度	Event 活動	Organiser 主辦機構	Location/Format 地點/形式
Q1 第一季	Post-results non-deal roadshow in Hong Kong 業績後非交易路演－香港	Jefferies 富瑞	Online 線上
	Post-results non-deal roadshow in Hong Kong 業績後非交易路演－香港	ICBC 中國工商銀行	Online 線上
	Post-results non-deal roadshow 業績後非交易路演	DBS 星展唯高達	Online 線上
	Asia Pacific Opportunities Summit 亞太機遇峰會2021	Institutional Capital Advisory 專顧資本	Online 線上
	Post-results non-deal roadshow 業績後非交易路演	Tonghai Securities 中國通海證券	Online 線上

Index Inclusion

指數概覽

Sa Sa is the constituent stock of below indexes managed under the FTSE, MSCI, S&P Global as of 30 September 2021.

截至2021年9月30日，莎莎是下列精選的富時指數、摩根士丹利資本國際指數和標普指數的成分股。

FTSE Developed All Cap 富時發達市場全盤指數	S&P China & Hong Kong BMI 標普中國及香港BMI指數
FTSE Developed Asia Pacific All Cap 富時發達市場亞太區全盤指數	S&P Developed BMI 標普發達市場BMI指數
FTSE Global All Cap 富時全球全市場指數	S&P Global BMI 標普全球BMI指數
FTSE Developed ex US All Cap 富時發達市場(美國除外)全盤指數	S&P Global SmallCap Select Index 標普全球精選小型股指數
MSCI AC Far East ex Japan Small Cap 摩根士丹利資本國際AC遠東(日本除外)小型股指數	S&P Greater China All-Shares 標普大中華全盤指數
MSCI EAFE Small Cap 摩根士丹利資本國際EAFE小型股指數	S&P Greater China BMI 標普大中華BMI指數
MSCI Hong Kong Small Cap Index 摩根士丹利資本國際香港小型股指數	S&P Intrinsic Value Weighted Global Index 標普全球內在價值加權指數
MSCI World ex-Australia Small Cap 摩根士丹利資本國際全球(澳洲除外)小型股指數	S&P Pan Asia BMI 標普泛亞BMI指數
MSCI World Small Cap 摩根士丹利資本國際全球小型股指數	S&P Total China & Hong Kong Domestic BMI 標普全部中國及香港本地BMI指數
S&P Asia Pacific BMI 標普亞太區BMI指數	S&P Total Greater China Domestic BMI 標普全大中華國內BMI指數

Shareholder Information

Listing and stock codes

Ordinary Shares:

普通股：

The Stock Exchange of Hong Kong 香港聯合交易所有限公司	178
Bloomberg 彭博	178 HK Equity
Reuters 路透社	0178.HK
ADR Level 1 Programme 美國預託證券Level 1 Programme	SAXJY

Stock Information:

股份資料：

Board lot (shares) 每手(股)	2,000
Nominal value per share (HK\$) 每股面值(港元)	0.1
Financial year end 財政年度年結	31 March 3月31日
Number of ordinary shares issued as at 30 September 2021 於2021年9月30日已發行普通股股數	3,103,189,458
Share price as at 30 September 2021 (HK\$) 於2021年9月30日股價(港元)	1.74
Market capitalisation as at 30 September 2021 (HK\$ M Approximately) 於2021年9月30日市值(約百萬港元)	5,399
Public float as at 30 September 2021 (Approximately) 於2021年9月30日公眾持股量(約)	Approximately 36% 約36%

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 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
Level 54, Hopewell Centre, 183 Queen's Road East, 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.

股東資料

上市及股份代號

投資者關係查詢及聯繫

查詢投資者關係或公司資訊，請聯絡：

企業傳訊及投資者關係部
莎莎國際控股有限公司
香港柴灣嘉業街18號明報工業中心B座8樓
投資者關係熱線電話：(852) 2975 3638
傳真：(852) 2595 0797
電郵：ir@sasa.com

股東服務及查詢

有關閣下股權(包括姓名及地址變更、股份轉讓、遺失股票或股息支票、過戶及登記及索取年度/中期業績報告)的查詢，請聯繫公司股份登記及過戶分處：

卓佳雅柏勤有限公司
香港皇后大道東183號合和中心54樓
電話：(852) 2980 1333
傳真：(852) 2810 8185
電郵：is-enquiries@hk.tricorglobal.com
網址：www.tricoris.com

股東可通過在卓佳投資者服務中心設立網上會員賬戶管理彼等的股份，或使用網上股份查詢服務查詢所持股份詳情，例如公司及個人資料及股份結餘。詳情請瀏覽www.tricoris.com。