



Sa Sa Announces Unaudited Operational Update for the Third Quarter (October to December 2015) of FY2015/16

Highlights

Group - Retail and Wholesale

	3 months ended 31 December 2015	9 months ended 31 December 2015
Turnover (HK\$ million)	2,141.8	5,919.7
YoY% change	-14.2%	-11.9%

HK and Macau - Retail and Wholesale

Turnover (HK\$ million)	1,739.7	4,790.7
YoY% change	-15.8%	-12.9%
Same store sales YoY % change	-12.2%	-9.9%
Average sales per transaction (HK\$)	366	349
YoY% change	-9.1%	-8.9%
Total no. of transactions (million)	4.7	13.6
YoY% change	-7.0%	-4.2%

Remarks: Figures in the above table include adjustments according to the Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus point scheme.

(11 January 2016 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178) announced today the unaudited operational update of the Group for the third quarter from 1 October to 31 December 2015.

For the third quarter from 1 October to 31 December 2015, the Group's retail and wholesale turnover decreased by 14.2%. Turnover in Hong Kong and Macau markets declined by 15.8% while same store sales decreased by 12.2%. The number of transactions decreased by 7.0%, while the average sales per transaction decreased by 9.1%. The Group's retail and wholesale turnover in other markets (including Mainland China, Singapore, Malaysia, Taiwan and sasa.com) recorded a drop of 6.7% during this period.

Number of Stores/Counters by Market

	As at 31 December 2015	As at 30 September 2015
Hong Kong and Macau	114 [#]	110 [#]
Mainland China	57	55
Singapore	23	21
Malaysia	66 [*]	62
Taiwan	32 [*]	33 [*]
Total	292	281

Include two single-brand stores/ counters

* Include one single-brand store/ counter

Dr Simon Kwok, BBS, JP, Chairman and Chief Executive Officer of the Group, said, “For the third quarter, the overall consumer sentiment in Hong Kong and Macau markets continued to be adversely affected by the strength of Hong Kong dollar. During the period, the impact of "one-trip-per-week" policy has gradually gained momentum, leading to a notable year-on-year decline in the number of same-day visitor arrivals. We expect the negative trend will continue to influence the local retail market. Responding to the poor market environment, the Group will actively optimize its product offering and enhance customer's shopping experience to cater for the consumer demand in the fast changing market.”

– End –