



Sa Sa Announces Sales Performance in Hong Kong and Macau in CNY Period

(17 February 2016 – HONG KONG) – **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178), announced today the retail sales performance in Hong Kong and Macau during the 2016 Chinese New Year (“CNY”).

Hong Kong and Macau – Retail	Year-on-Year Change in the First Seven Days of the CNY Period⁽¹⁾
Retail sales	-20%
Same store sales	-19%

The Group’s retail sales in Hong Kong and Macau during the CNY Period ⁽¹⁾ decreased by 20% compared with last year, mainly due to a notable decrease in overall tourist arrivals in Hong Kong during this period, especially Mainland tourists, leading to a 26% drop of sales to Mainland customers, with the number of transactions attributable to Mainland tourists decreased by 18%, while their average sales per transaction decreased by 9%.

Remarks:

- (1) For the first seven days of 2016 CNY Period (i.e. 8 to 14 February 2016) as compared to that of the corresponding period last year (i.e. 19 to 25 February 2015).
- (2) Figures in the above table exclude adjustments according to the Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus points scheme.

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