



## **Sa Sa Announces Sales Performance in Hong Kong and Macau during Labour Day Holiday**

(4 May 2016 – HONG KONG) – **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178), announced the sales performance of its retail business in Hong Kong and Macau during the Labour Day Holiday from 30 April 2016 to 2 May 2016.

The Group’s year-on-year growth in retail sales in Hong Kong and Macau remained flat\* during the Labour Day Holiday 2016 as compared to last year (namely 1 to 3 May 2015), while the year-on-year growth in same store sales was approximately 1%\*.

Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group, said, “The Group’s retail sales in Hong Kong and Macau during the three-day Labour Day Holiday 2016 remained flat compared with last year. Sales attributable to Mainland customers recorded a 6% growth mainly driven by the increased transaction volume. However, this increase was offset by the 13% decline in sales to local customers, reflecting the weak local consumption sentiment and increased outbound travel of the locals during long weekend due to the strength of Hong Kong dollar.”

*\* Figures include adjustments according to the Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus point scheme.*

- End -