



## Sa Sa Announces Unaudited Operational Update for the First Quarter (April to June 2016) of FY2016/17

### Highlights

#### Group - Retail and Wholesale

	<b>3 months ended 30 June 2016</b>
Turnover (HK\$ million)	1,717.1
YoY% change	-5.7%

#### Hong Kong and Macau - Retail and Wholesale

Turnover (HK\$ million)	1,384.9
YoY% change	-5.4%
Same store sales YoY% change	-4.8%
Average sales per transaction (HK\$)	315
YoY% change	-5.7%
Total no. of transactions (million)	4.3
YoY% change	+0.6%

*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.*

(18 July 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 first quarter from 1 April to 30 June 2016.

For the first quarter ended 30 June 2016, the Group's retail and wholesale turnover decreased by 5.7%. Turnover in Hong Kong and Macau market declined by 5.4% while same store sales decreased by 4.8%. The number of transactions increased by 0.6%, while the average sales per transaction decreased by 5.7%. The Group's retail and wholesale turnover in other markets (including Mainland China, Singapore, Malaysia, Taiwan and sasa.com) recorded a drop of 7.0%.

While still in decline, the Group's retail sales in Hong Kong and Macau recorded a notable improvement compared to the last quarter of the last financial year. This has been mainly due to traffic growth of Mainland customers, leading to a 2.7% increase in the number of transactions attributable to them. Their consumption continued to be on the weaker side, with spending declining by 6.4% per transaction. The local consumption sentiment remained sluggish, with the number of transactions and average sales per transaction attributable to local customers decreasing by 1.5% and 7.1% respectively.

### Number of Stores/Counters by Market

	As at 30 June 2016	As at 31 March 2016
Hong Kong and Macau	112 <sup>*</sup>	113 <sup>#</sup>
Mainland China	55	57
Singapore	23	23
Malaysia	67 <sup>*</sup>	66 <sup>*</sup>
Taiwan	31	32 <sup>*</sup>
<b>Total</b>	<b>288</b>	<b>291</b>

<sup>#</sup> Include two single-brand stores/ counters

<sup>\*</sup> Include one single-brand store/ counter

**Dr Simon Kwok, BBS, JP, Chairman and Chief Executive Officer of the Group**, said, “The improvements in sales performances have been partially due to the Group’s efforts to adjust product offerings to adapt to market demand, the resulting change in product mix together with continuous promotions to drive sales which have intensified the downward pressure on gross profit margin for the quarter.”

– End –