



## Sa Sa Announces Sales Updates in Hong Kong and Macau in Chinese New Year Period

(7 February 2017 – HONG KONG) – Sa Sa International Holdings Limited (“Sa Sa” or the “Group”, stock code: 0178), announced the unaudited sales updates of the retail business in Hong Kong and Macau during the Chinese New Year (the “CNY Period”) from 28 January to 3 February 2017.

Hong Kong and Macau – Retail	Year-on-Year Change in the CNY Period 2017 <sup>(1)</sup>
Retail sales	+3.5%
Same store sales	-1.0%

The Group’s retail sales in Hong Kong and Macau during the CNY Period<sup>(1)</sup> increased by 3.5% compared with last year, mainly due to increase in inbound traffic of mainland tourists; the number of transactions contributed from mainland tourists increased by 10.7%, while their average sales per transaction decreased by 4.6%. Sales to local customers decreased by 3.3%, dragging down the overall increase. According to the Hong Kong Immigration Department, the outbound traffic of Hong Kong residents through the airport increased by 12.9% on a year-on-year basis during the CNY Period.

*Remarks:*

(1) For the first seven days of 2017 CNY Period (i.e. 28 January to 3 February 2017) as compared to that of the corresponding period last year (i.e. 8 to 14 February 2016).

(2) Figures in the above table exclude adjustments according to the Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus point scheme.

- End -