



Sa Sa Announces Sales Performance in Hong Kong and Macau during Labour Day Holiday in 2017

(4 May 2017 – 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 29 April to 1 May 2017.

The Group's year-on-year growth in retail sales in Hong Kong and Macau increased by approximately 4%* during the Labour Day Holiday 2017 as compared to last year (namely 30 April to 2 May 2016), while the year-on-year growth in same store sales decreased by 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 2017 increased by approximately 4% on a year-on-year basis. Sales attributable to Mainland customers recorded a growth of approximately 4%, mainly driven by the increased transaction volume and average sales per transaction. On a same store basis, sales decreased by approximately 1%, mainly due to reduction in the number of transactions by 4%. Sales to local customers remained flat, reflecting persistent outbound travel of Hong Kong residents during long weekend due to the strength of Hong Kong dollar."

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

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