



Sa Sa Announces First-Ever Share Buyback Plan

Demonstrating the Company's Confidence in its Business and Prospects

(8 July 2025 - HONG KONG) - Sa Sa International Holdings Limited (“**Sa Sa**” or the “**Company**”, stock code: 0178) is pleased to announce that The Board of Directors of the Company (the “**Board**”) resolved to approve a share purchase plan (the “**Share Purchase Plan**”) on 8 July 2025, pursuant to which the Company will, subject to market conditions, buy back ordinary shares of the Company (the “**Shares**”) from the open market, and under the share award scheme adopted by the Company on 11 April 2014 (the “**Share Award Scheme**”), instruct the trustee responsible for administering the share award scheme to purchase Shares from the open market, for an aggregate consideration of not exceeding HK\$20 million (the “**Share Purchase Amount**”) over the next 12 months.

The Board has considered the value of the Company is currently grossly underestimated. The Board has decided to adopt the Share Purchase Plan in order to boost investors’ confidence and enhance shareholders’ return as soon as possible. The share purchase, in the circumstances, demonstrates the Company’s confidence in its business outlook and prospects and will ultimately benefit the Company and create value for its shareholders.

In addition, the Board is of the view that the Company has sufficient financial resources to implement the Share Purchase Plan and at the same time maintain a healthy financial position. The Board will review from time to time and determine at its sole discretion how the Share Purchase Amount will be allocated between the buyback of Shares and the purchase of award shares.

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